FEBRUARY 1958

# SOUTHERN AUTOMOL JOURN

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Licking Labor Turnover

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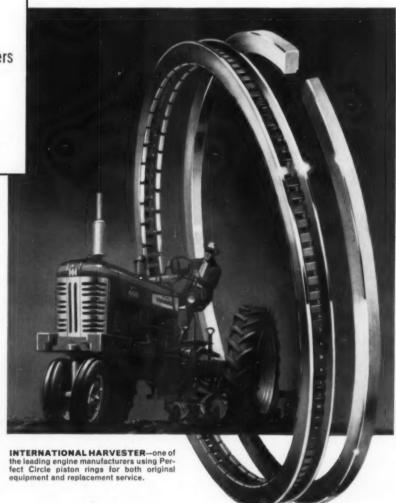
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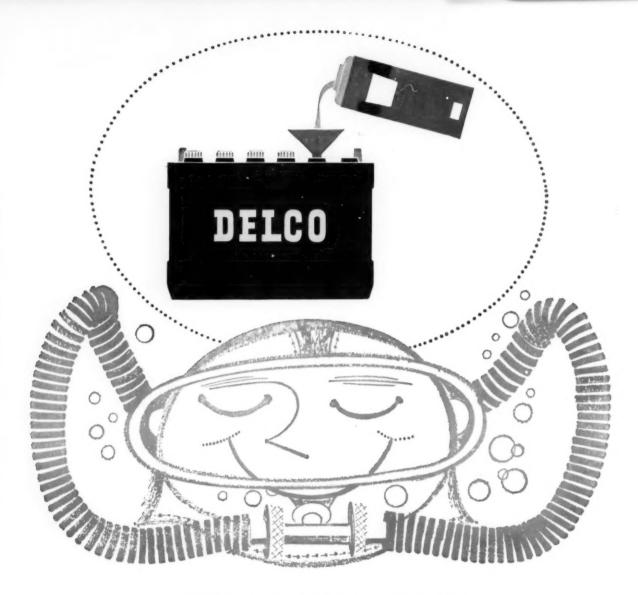
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General Motors leads the way-Starting with Delco Batteries

ON CBS TV-"HIGH ADVENTURE WITH LOWELL THOMAS" . ON CBS RADIO-LOWELL THOMAS NEWSCAST



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Volume 38

Number 2

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HANDSHAKE
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Please rush me trial supply of DL Handi-Cleaner,
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THE HANDI-WAY TO CHARGE A BATTERY

Want more facts? Use Reader Service Card Page 118

**SOUTHERN AUTOMOTIVE JOURNAL for February 1958** 

# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

FEBRUARY 1958 No. 2 Vol. 38

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IT'S THE

# **PULLMAN VAC**

THAT BRINGS 'EM BACK

20



#### IT DRAWS 'EM IN!

Put out the Pullman Free Vacuuming Sign. A sturdy enamel sign, 21" x 28", to stand out front; bright red, yellow and black,

MAKES 'EM SPEND!

Buyer resistance melts in the 30 seconds you spend vacuuming his car. Your Vacmobile helps put customer in the mood to buy all the high-profit items you want to sell.



### TEL FRIENDS

Use the special new Pullman Hang-Tags.

Vac the car after a lube job, wash or oil change; then hang a tag on the steering wheel to remind driver you give a car extra care . . . at no extra cost! They'll love you for it . . . and a happy customer tells his friends about the extras you give.

THIS WHOLE DEAL COSTS YOU ONLY

## 40c A DA

Just \$12 down, \$12 a month for 12 months, \$144 complete, for a Pullman Vacmobile, plus these proven sales-aids.



Throughout the world more Pulls Vacs are sold than any other brand of commercial vacuum cleaner.

Write for full details now!

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PULLMAN VACUUM CLEANER CORP.

25 Buick St., Boston 15, Mess.

I'd like to see some literature, including your free booklet, "How to sell more oil, oil filter elements, lubrications, TBA items in your station."

☐ I'd like to see a demonstration.

NAME COMPANY.

STREET STATE



# **BUY TEN, GET**

Now, during Mac's Spring Promotion (February, March, April), you can make four extra dollars every time you sell a dozen cans of "Mac's It New Car Finish" or "Mac's Resin Coat." Here's how it works: You get two extra cans free with every ten

you buy. Sell the two free cans at two dollars each and you wind up with four dollars extra cash... or you can skyrocket your sales by giving your salesmen a twenty-cent-a-can bonus...and still make your normal profit on every dozen sold.

#### MAC'S IT NEW CAR FINISH

This is a brand new formula with a built-in cleaner that makes a lustrous, durable wax job possible in one easy operation. Coal tar waxes are the secret of its luster and durability.

#### MAC'S RESIN COAT

Also a brand new formula, producing the highest luster we have ever seen. This wipe-on-wipe-off liquid polish is so easy that even a 12-year old boy could do a perfect job.



10 cans 2 cans

DEALER SELLING COST PRICE \$12.00 \$20.00 FREE 4.00 \$12.00 \$24.00



ORDER EITHER DEAL OR BOTH-as many as you want-as often as you wish-during February, March and April only.

50% PROFIT

DON'T WAX IT, MAC'S IT!

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Los Angeles 42, California Cincinnati 26, Ohio



# Automotive

# **SPOTLIGHT**

February 1958

Plagued by small or no profits, Southern dealers speak up. In forthright comments to the editors of this publication (see page 51), they blame themselves and their factories to a great degree for their predicament. Some have tightened their belts, like one North Carolinian who fired 11 employes and raised the pay of his remaining 46 workers. ("Believe you me, the 46 are working like the devil, 'cause they don't know who I'll let go next!")

Garagemen under the banner of IGOA have some peeves. They don't like the "Mechanic on Duty" signs being flown by some service stations because, they say, often the "mechanic" is a phony who has too little knowledge. And they want more concrete steps toward laws calling for compulsory motor vehicle inspections. Some members of the Independent Garage Owners of America, like some Alabamians at the IGOA board meeting in Tulsa last month, want examinations to qualify mechanics to call themselves that. (See page 59.)

Do you loan cars to your shop customers? If you don't know what it costs you, Manager James A. Gorman of the Missouri Automobile Dealers Association can tell you: "In an MADA survey conducted last summer among representative Missouri dealers, it was developed—even to our amazement—that a lending habit cost those dealers surveyed upward of \$300 a month."

Patrick J. Crowley is GM's new dealer-factory go-between. He took over this month, it was announced by William F. Hufstader, vice-president in charge of distribution. Some GM dealers at the NADA convention at Miami Beach last month complained when they learned that Hufstader was to handle the dealer-relations assignment while continuing in charge of distribution. Crowley, a former Chevrolet dealer at Providence, R.I., has addressed many dealer conventions in his previous job of administrative assistant to Ivan L. Wiles, who retired December 31 from directing factory-dealer relations.

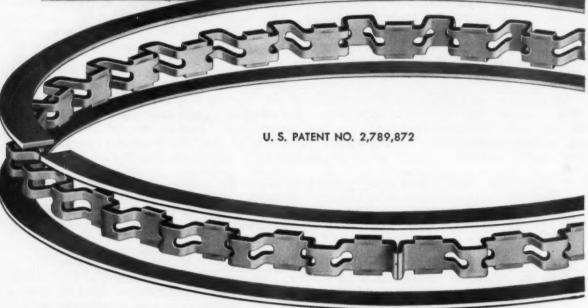
Will East and West meet? For years the average wholesaler would tell you that the merger of National Standard Parts Association and Motor and Equipment Wholesalers Association was not worth dreaming about, much less attempting to achieve, as efforts in the past had failed. But a joint committee from the two will suggest merger steps at a combined meeting in Los Angeles Feb. 19. With thousands of jobbers belonging to neither association, the need for greater organization efforts has been aired at many stateassociation levels.

Production continues high at some car factories. While GM President Harlow Curtice urged Uncle Sam to trim taxes in order to encourage greater car sales and other improvements in our economy, American Motors was whirring away with its expanding Rambler demand which was double that of January last year. Chevrolet was pacing ahead of Ford by several tens of thousands of units and Cadillac was ranging only slightly under its production a year earlier. Chrysler held its sails in check, as did some other factories, to permit inventories to remain better in line with demand.

Now you can cuss all the cold weather! With boom sales of chains, anti-freeze, heaters and other "cold" items behind you, now demand an early spring of your weather man!



# Sealed Power's NEW STAINLESS STEEL OIL RING





# WAS PROVED AND APPROVED AROUND THE WORLD WITH FORD

Deserts—mountains—rutted roads—sandy trails—heat—cold—great cities—tiny villages—through all these around the globe, the 1958 Ford was tested—and came through with flying colors.

Also triumphant in the Ford engine were new stainless steel oil rings and associated compression rings by Sealed Power—setting their own records for performance, reliability and economy—the SEALED POWER SS-50U does things no other ring can do.

SEALED POWER CORPORATION MUSKEGON, MICHIGAN



# Automotive

# MARKETS

### Chevy Dealer Disagrees with GM President

PRESIDENT Harlow Curtice of General Motors has predicted a slight easing in new-car sales this year, but the man who claims to be the biggest Chevrolet dealer doesn't agree with him.

Don Allen asserted:

"I must disagree with those who predict a sales decline in '58. Our recent increase in volume of business indicates a firm demand for

cars this year."

Allen operates both Chevrolet and Pontiac dealerships in the GM Building in New York as well as Chevrolet dealerships in Albany and Buffalo, N. Y., Pittsburgh and New Castle, Pa., Holyoke, Mass., Englewood, N. J., Wilmington, Del., Charlotte, N. C., and Miami and Stuart, Fla.

His firm ended its 20th anniversary in business last year with another 40,000-car sales score. New-car sales accounted for 20,350 of the 1957 total, which exceeds Allen's industry record of 1955 when he reportedly became the first individual automobile dealer ever to sell over 40,000 cars in one year. Allen believes his 1957 sales total to be the highest of any individual dealer last year.

Contrary to reports of a sagging market, Allen revealed a 34.9% increase in December sales over the same period last year. Total sales for the year showed a 5.2% increase over 1956, with new-car sales

jumping 3.6%.

Allen's 1957 sales volume represents a dollar business in excess of 67 million dollars, although profits are down, he said.

#### Walker Mfg. Plans Mississippi Plant

WALKER Mfg. Co. of Racine, Wis., may begin manufacturing tailpipes at Aberdeen, Miss.

The company requested a 140,-000 - square - foot building under Mississippi's Balance Agriculture With Industry program and voters were to decide early this month in an election whether to issue \$1,-200,000 in bonds to finance construction of the facility, which initially would employ 125 persons and later expand to 375.

#### AC's 1957 Sales Exceed Previous Record by 3%

A N ALL-TIME sales high was scored in 1957 by AC Spark Plug Division of General Motors, nosing out the previous peak year of 1953 by 3%, according to General Manager Joseph A. Anderson.

Forecasting additional sales gains in 1958, Anderson noted, however, that the profit margin was narrowing. Sales in 1957 exceeded those in 1956 by about 7½%, he said.

Gains of approximately 10% were made in replacement-products sales, 8% in defense products and 6% in original equipment, he said. Records were set for spark plugs, oil filters, gasoline strainers, air-cleaner elements and radiator cans.

#### Chevrolet Picks Memphis For Tri-State Center

CHEVROLET Motor Division has announced plans to construct an 82,200 square-foot warehouse building in Memphis, Tenn., which will centralize company operations in a tri-state area.

Scheduled for completion late this year, the one-story structure will house the Memphis zone office for Chevrolet, as well as a General Motors Parts Division warehouse for 432 Chevrolet, Pontiac and Oldsmobile dealers in Arkansas, western Tennessee and northern Mississippi.



New aluminum skids for the nation's haulaways reportedly save 300 pounds per trailer. The skids were jointly developed by Automobile Shippers, Inc., of Detroit and Reynolds Metals Co. Demonstrating their lightness and ease of handling are (l. to r.): L. DuPont Yager, vice-president of automotive sales, Reynolds Aluminum Sales Co., an Automobile Shippers' mechanic and Eugene Cassarol, president of Automobile Shippers.

Firestone's Perma Spare, designed as a substitute for a spare tire, is shown at Firestone's tire proving grounds at Fort Stockton in western Texas. The unique spare fits in a shallow recess in the trunk floor. Elimination of the conventional upright spare gives automotive engineers more latitude for design. The Perma Spare is light weight and easy to install. It's a thin steel disk with a smooth, two-inch solid rubber "tread."





# NIEHOFF Testing Equipment

For the Mechanic Who Wants to do the Job Right



TSC-15 Portable Voltage Regulator Tester, Rolls up to lender height. \$64.00



T-30 Dwell Meter. Helps set contact point gap or cam angle. For use on 6 or 12 volt systems. \$29.50



T-31 Tachometer.
Required for automatic transmissions. Use to adjust engine idle mixture and set engine idle r.p.m. \$35.50





T-14 Voltage Regulater Tester, for 6 and 12







T-32 Portable Stand Consists of T-30 Dwell Meter, T-39 Tachometer and TS-15 Stand. \$80.50



T-22 Distributor Wrench, For '53 D. R. Distributors. 936





7-25 Vacuum Gauge 0"-25" Vacuum, 0-7 lbs pressure. \$7.90







HB-2 Bleeder Tank, Handy for all cars. \$32.00

# C. E. NIEHOFF & CO.

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# Automotive

# **NEWS BRIEFS**



A check in payment of the first installment of the \$160,000 grant by the Automotive Safety Foundation to the Inter-Industry Highway Safety Committee is presented by Gen, Levin H. Campbell, Jr., chairman of the board (right), to Inter-Industry Committee Chairman H. D. Tompkins. The presentation took place last month at the Committee's 10th annual luncheon during the 41st annual convention of the National Automobile Dealers Association at Miami Beach. Tompkins is vice-president of The Firestone Tire and Rubber Co.

### Chevrolet Gets Underway With Pelican Facility

Construction has begun on Chevrolet's new zone office and warehouse building to be erected on a tract of about 12 acres in Harahan, La., a suburb of New Orleans.

Scheduled for completion late this year, the one-story structure will contain 70,620 square feet of floor space, 12,000 of which will be air-conditioned office space for the company's New Orleans zone offices. Remainder of the area will be for warehousing an inventory of about a million dollars' worth of parts and accessories for 236 Chevrolet, Pontiac and Oldsmobile dealers in Louisiana and southern Mississippi.

Exterior of the facility, which will employ approximately 90 persons, will feature glazed brick, large glass areas, aluminum paneling and decorative stone work. Outside docks will accommodate three rail cars and nine trucks. Offstreet parking will be provided for about 100 cars. When completed, the building will replace present Chevrolet operations at 1000-32 S. Jefferson Davis Parkway in New Orleans.

#### **Paducah Body Names Wilson**

Charles B. Wilson, president and general manager of Taylor-Wilson Chevrolet-Cadillac Co. in Paducah, Ky., has been elected president of the Paducah Automotive Trades Association, Named vice-president was James King of King-Woodall Motor Sales, while Lance Dossett of Dodds Garage Co. was reelected secretary-treasurer for the 32nd consecutive year.



#### DEALERS

Feb. 24 — Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.

April 27-29 — Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.

May 17-19—Annual convention of South Carolina Automobile Dealers Association, Ocean Forest Hotel, Myrtle Beach.

May 18-20 — Annual convention of Texas Automotive Dealers Association, Galvez Hotel, Galveston.

May 22—Annual convention of Missouri Automobile Dealers Association, Muehlebach Hotel, Kansas City.

June 6-7—Annual convention of New Mexico Automotive Dealers Association, Ruidoso. June 15-17 — Annual convention of

Tennessee Automotive Association, Noel Hotel, Nashville.

Aug. 17-18 — Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, near Savannah, Ga.

Sept. 21-23—Annual convention of Automotive Trade Association of Virginia, Cavalier Hotel, Virginia Beach

Oct. 6-8 — Annual convention of Truck Body and Equipment Association, Ambassador Hotel, Atlantic City, N. J. Oct. 19-21—Annual convention of Florida Automobile Dealers Association, Eden Roc Hotel, Miami Beach.

Nov. 16-18 — Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.

Jan. 31-Feb. 4—Annual convention of National Automobile Dealers Association, Conrad Hilton Hotel, Chicago.

Jan. 30-Feb. 3, 1960—Annual convention of National Automobile Dealers Association, Sheraton-Park Hotel, Washington, D. C.

#### GARAGEMEN

June 25-29 — Annual convention of Independent Garage Owners of America, Statler Hotel, Los Angeles.

#### WHOLESALERS

Feb. 17-19 — Annual convention of Motor and Equipment Wholesalers Association, Statler Hotel, Los Angeles, Calif.

Feb. 17-19 — Annual convention of National Standard Parts Association, Ambassador Hotel, Los Angeles, Calif.

Feb. 20-23 — Pacific Automotive Show, Pan Pacific Auditorium, Los Angeles, Calif.

March 19-20—Spring convention of Virginias - Carolinas Automotive Wholesalers Association, Robert E. Lee Hotel, Winston-Salem, N. C.

April 23-25 — Southeast Automotive Show Conference, Bon Air Hotel, Augusta, Ga.

April 28 - 29 — Annual convention of Automotive Wholesalers Association of Tennessee, Riverside Hotel, Gatlinburg.

May 11-14 — Annual convention of Automotive Engine Rebuilders Association, Sheraton-Park Hotel, Washington, D. C.

June 16-17—Annual convention of Automotive Wholesalers' Association of Alabama, Pick-Bankhead Hotel, Birmingham.

June 22-24 — Annual convention of North Carolina Automotive Wholesalers Association, Grove Park Inn, Asheville.

Oct. 15-18 — Annual convention and booth conference of Automotive Wholesalers of Texas, Moody Civic Center, Galveston.

Dec. 12-16—Annual convention of Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.

Feb. 18-21, 1959—International Automotive Service Industry Show, Navy Pier, Chicago.

# NOw... a Kool Kooshion for every need...every customer!

It's brand new, the biggest genuine Kool Kooshion of them all, the "Klear-A-Kross," specially designed to meet the popular demand for a ventilated seat cushion that gives perfect air circulation for the entire front or rear seat.

That gives you four sizes of genuine Kool Kooshions to sell . . . Regular, King Size, Haf-A-Kross and Klear-A-Kross. All in smart new Frosty Tweed patterns and the ever popular Stripes, with long-wearing Vinyl-coated fabric and exclusive "slant coil" construction.

Don't be caught short.
Get your genuine Kool Kooshions
now. They're the first ... the
finest ... the fastest-selling!

Call your Kool Kooshion representative today for a handsome selection of stock and the merchandise rack that sells itself.



Another Quality

· HECO ·

Product

Kool Kooshion Mfg. Co., Dyersburg, Tenn.



These men will lead the National Automobile Dealers Association for the next 11 months. Elevated at the 41st annual convention at Miami Beach last month they are (l. to r.): Dean Chaffin of Bozeman, Mont., president; Birkett L. Williams of Cleveland, Ohio, first vice-president; H. L. Galles, Jr., of Albuquerque, N. M., secretary, and John H. Lander of Atlanta, treasurer. Attendance neared 12,000, including 3,277 dealers. The equipment exhibition, a sell-out, attracted many.

### CIT President Cites Bright Skies Ahead

THE automobile industry has the potential to trigger "a real economic comeback" for the nation in 1958, according to Arthur O. Dietz of New York, who heads C.I.T. Financial Corp.

He told the National Automobile Dealers Association's 41st annual meeting at Miami Beach last month:

"I believe it is possible to sell the American people six million new automobiles this year. Six million cars a year—what's so optimistic about that? We really ought to beat that figure by plenty. The potential is there and we could do it —if we would."

But the achievement of this goal, he added, depends primarily on how automobile dealers and consumers meet the challenge of pressed conditions.

On a broader economic front, Dietz said there are several favorable factors that could make 1958 an excellent business year. He singled out increases in defense appropriations, highway construction, home construction, construction of schools and the like, as a strong foundation for solid economic activity that is bound to help business everywhere.

He also pointed out that the gross

national product is expected to rise another five per cent to go over the \$440 billion mark and that liquid assets alone—individual holdings of currency, bank deposits and savings bonds—total \$262 billion, or up about five per cent.

"Consumer spending last year was \$14 billion above 1956 and the forecast for this year is that we will top this all-time record by \$7 billion," Dietz said.

Dietz urged the dealers not to let today's problems distort the tremendous future that lies ahead for the nation and the automobile industry.

"Within ten years our population will total 200 million compared with today's 171 million," he said. "The gross national product will reach \$600 billion and disposable personal income — the money people have left after taxes —will total \$400 billion, compared with \$303 billion today. There will be 90 million motor vehicles to trade and service, compared with today's 67 million, and one family in five should own two or more cars compared with one in eight today."

An automobile television set for rear-seat viewing, which may also be removed for operation outside the car, has been developed by Oldsmobile Division engineers in cooperation with Delco Radio Division of General Motors. Chief components of the experimental unit are a receiver with a nine-inch screen housed in the rear of the front seat, a transistor power supply and a collapsible V-beam aerial mounted on the rear roof. Picture at top left shows installed set in closed position, at lower right in viewing position with screen at 45° angle to the car floor, while center picture shows how set is removed for outside use.





with New Britain Tools and Service Boards

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SERVICE TOOLS BOARD

HYDRA-MATIC

FORDOMATIC MERCOMATIC DJUSTMENT TOOLS BOARD

There are over 33,000,000 vehicles with Automatic Transmissions on the road TODAY . . . a huge profit potential for you as adjustments, service, and repair become necessary. Whatever the service or type of transmission -Powerflite, Torque-Flite, Hydra-Matic, Jetaway, Stratoflite, Fordomatic, Mercomatic, Dynaflow or Powerglide there's a complete Line of these specific Tools to do the job better; easier and faster.

Just look at these handsome, economical Service Boards that cover all popular Automatic Transmissions - they keep the Tools you need right at your fingertips and let car owners know you're in business to keep Automatic Transmissions in top operating condition.

Add AUTOMATIC TRANSMISSIONS to your list of automotive services - get "in-the-money" - call your Jobber, TODAY! The New Britain Machine Co., New Britain, Conn.

New Brill

NEW BRITAIN - CONNECTICUT HAND TOOLS



This shipping dock at Genuine Parts Co.'s new home in Atlanta will accommodate 16 tractor-trailer trucks if necessary. The company, a part of an empire which did about \$49,000,000 in the aftermarket parts business last year, is celebrating its 30th anniversary this month.

For additional photographs, refer to page 64.

# IGOA to Get "Keys to Survival" At Los Angeles Meeting June 25-29

TWENTY top "architects"—association and business leaders in fields of management, sales, finance, legislation, purchasing, etc.—will outline "The Keys to Survival" program for the annual convention of the Independent Garage Owners of America to be held at the Statler Hotel in Los Angeles June 25-29.

More than a score of timely industry topics, each designed as integral parts of the "Survival" theme, will be spotlighted, Howard Eves of Pasadena, Calif., immediate past president and convention chairman, announced.

Discussions will evolve around ways and means of providing the "momentum for progress and expansion in all major departments of automotive maintenance." Attention will also be given to trade practices and other essential facts objective to operating an automotive service business at a profit during 1958 and the years ahead.

A speaker of "international renown," his identity and subject to be announced later, will deliver the keynote address at the "kick-off" luncheon on Friday, Eves said.

Other topics scheduled will include "History and Progress of IGOA," by Ralph H. James, executive director; "Welcome to IGO," by Henry Sorenson, president of IGO of California; "The Chain of Supply," by W. Gerald Driscoll, Pacific Coast manager of Fitzgerald Mfg. Co., Torrington, Conn.; "Salesmanship Pro and Con," by Briant Sando, publisher of Motor West, and "Cooperation from Boosters to IGOers" by George Clinger, president of Automotive Booster Club No. 20.

A hospitality program is being arranged for the ladies. Allen E. Brown of Pasadena is the program chairman.

#### Reidsville Tarheels Elect

The Reidsville (N. C.) Automobile Dealers Association has elected William H. Bason of Lucky City Motors, Inc., president. Other officers are C. U. "Pat" Patterson and B. L. Pike, both of Patterson Pontiac, Inc., vice-president and secretary-treasurer, respectively.

#### C.I.T. Elects Rude

Alan G. Rude, president of Universal C.I.T. Credit Corp., has been elected a director of C.I.T. Financial Corp. Rude began his career with the corporation in 1925 as a sales correspondent. He was elevated to the presidency Jan. 1, 1957.

(More News Briefs on page 146)

Martin T. Sokolosky (center) signs a contract to operate the new Dodge truck center in Houston. Looking on are George Bilque (left), new-truck manager for Dodge, and Chuck Anderson, Dodge heavy-duty truck manager. The Houston truck center, which opened last month at 3114 Navigation Blvd., stocks all medium and heavy-duty Dodge trucks and four-wheel-drive units, as well as a complete supply of parts.





# For you: 5,800 sizes and types of replacement engine bearings

always available through your Federal-Mogul Jobber

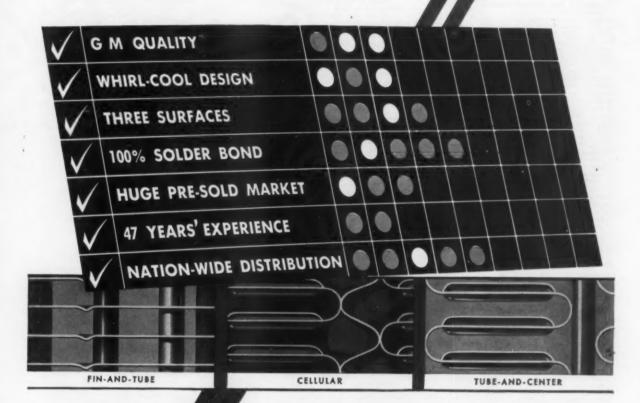
When you need replacement bearings, you need exactly the right size or undersize and you want them fast. That's why you can, like most mechanics, depend upon the Federal-Mogul line. It was built with your require-

ments in mind. It is the only truly COM-PLETE replacement line, tops in quality, backed by complete service aids, in technical helps and tools . . . and you get fast service from your Federal-Mogul Jobber!





# YOU'LL STOCK HARRISON CORES!



Team up for sales with Harrison cores. They put you in position for a huge, pre-sold market. And you're stocking quality that's backed by Harrison's over 47 years' experience and research. Harrison's 100% solder bond provides more efficient heat dissipation and greater structural strength. And the Harrison line includes three surfaces—cellular, tube-and-center, fin-and-tube—to permit the engineering selectivity that assures the right core for each application. Nation-wide distribution by United Motors System makes Harrison cores easy to order. Just call your UMS distributor or zone office. Stock up on Harrison cores today.





HARRISON RADIATOR DIVISION . GENERAL MOTORS CORPORATION . LOCKPORT, N. Y.

### HERE'S WHERE YOU CAN BUY ROGERS REMANUFACTURED DYNAMOMETER TESTED ENGINES\*

#### ALABAMA:

ALABAMA:

Alexander City—Cattle's Auto Supply Andolusia—Taylor Parts & Supply Co. Anniston—Model City Parts Co. Athense—Athense Parts Co.
Athense—Athense Parts Co.
Auburn—Auburn Auto Supply
Bessemer—Genuine Parts Co.
Hury Auto Parts Co.
Birmingham—Alabama Auto Parts Co.
Genuine Parts Co.
Sirmingham—Alabama Auto Parts Co.
Genuine Parts Co.
Clanton—Cattle's Auto Supply
Cullman—Alabama Auto Parts Co.
Decatur—Decatur Parts Co.
Decatur—Decatur Parts Co.
Decatur—Decatur Parts Co.
Cothen—Taylor Parts & Supply Co., Inc.
Eufaula—Eufaula Auto Supply Co., Inc.
Eufaula—Eufaula Auto Supply Co.
Grit Payne—Thompson Auto Parts Co.
Gadsden—McCleskey Brothers
Southern Auto Supply Co.
Guntersville—Auto Parts Co.
Hartselle—Auto Parts Co.
Hartselle—Auto Parts Co.
Hartselle—Auto Parts Co.
Hartselle—Automotive Parts Co.
Japer—Gaines Parts Co.
Lafayette—Genuine Motor Parts
Laxley—Griffin Motor Supply
Morion—Marion Auto Supply
Morion—Motor Parts & Supply Co., Inc.
Montgomery—Motor Parts & Supply Co., Pichard—Motor Parts & Supply Co.
Ronacke—Genuine Motor Parts Co.
Opelika—East Alabama Auto Parts Co.
Prichard—Motor Parts & Supply Co., Ronacke—Genuine Motor Parts & Supply Co., Ronacke—Genuine Motor Parts Co.
Splacauga—Sylacauga Parts Service
Selma—Selma Parts Service Co.
Sheffield—Automotive Parts Service
Selma—Selma Parts Service O.
Sylacauga—Sylacauga Parts Co.
Talladega—Talladega Auto Parts
Tollassee—Cattle's Auto Supply
Thomsoville—Clark's Parts Service
Tuscaloose—West Alabama Parts & Supply Co.
Tuskegee—Tuskegee Auto Parts
Wetumpka—Turner's Auto Supply

#### FLORIDA

FLORIDA:

Auburndale—Christ's Auto Supply
Avon Park-Bennie's Auto Supply
Avon Park-Bennie's Auto Supply
Bartow—Christ's Auto Supply
Brooksville—Standard Auto Parts
Clermont—Standard Auto Parts
Clermont—Standard Auto Parts
Clermont—Standard Auto Parts
Cocoa—Stradley Motor Supply, Inc.
Dade City—Standard Auto Parts
Daytona Beach—Motive Parts, Inc.
DeFuniak Springs—Taylor Parts & Sply Co., Inc.
Perunaida Beach—Motive Parts, Inc.
DeFuniak Springs—Taylor Parts & Sply Co., Inc.
Perunaida Beach—Haylor Parts & Sply Co., Inc.
Perunaida Beach—Taylor Parts & Supply Co., Inc.
Pi. Merce—Vaughn & Wright of Pt. Pierce, Inc.
Pi. Maton Beach—Taylor Parts & Supply Co.
Gainesville—White Electric & Battery Service
Homestead—Redland Motor Parts & Co.
Homestead—Redland Motor Parts & Supply
Jacksonville—Genuine Parts, Inc.
Motor Parts & Supply Co.
Lakeland—Automotive Supply Co.
Lesburg—C. R. Lovell Auto Supply
Live Oak—Suwannee Auto Parts
Marianna—Keenan Auto Parts
Noples—Norman Auto Supply
Coale—Lovell Brothers
Okeechobee—Bennie's Auto Supply
Orlanda—Allied Parts Co., Inc.
Miller Machine Co.
Stradley Motor Supply, Inc.
Penamana City—Taylor Parts & Supply Co.
Pensacola—United Auto Supply Co.
Pensacola—United Auto Supply
Punta Gorda—Norman Auto Parts
Sebring—Bennie's Auto Supply
Punta Gorda—Norman Auto Parts
Sebring—Bennie's Auto Supply
St. Augustin—F. H. Rogero Co.
St. Petersburg—Automotive Supply
Co.
Consolidated Automotive, Inc.
Starke—Starke Motor Parts, Inc.
Tallahansee—Genuine Auto Parts Co.
Keenan Auto Parts Co., Inc.
Piston Ring & Supply Co.
Tituville—Stradley Motor Supply
Wouchula—Polk Auto Parts
Winter Haven—Christ's Auto Supply
Wouchula—Polk Auto Parts
Winter Haven—Christ's Auto Supply
Wouchula—Polk Auto Parts
Winter Haven—Christ's Auto Supply

Albany—Brooks Auto Parts
Keenan Auto Parts Co.
Alma—Butler Supply Company, Inc.
Americus—Keenan Auto Parts Co. of Americus
Ashburn—Brooks Auto Parts

Athens—Anderson Auto Parts, Inc.
Atlanta—Auto Saly & Eapt. Co., Inc.
Friction Materials Co.
Genuine Parts Co.
Perrin Auto Supply Co.
Power Service Co.
Harry Sommers, Inc.
Southern Bearings & Parts Co.
Swanstrom Auto Electric Co.
Wagstaff Motor Co., Inc.
Augusta—Auto Parts Co.
Bowers Auto Electric Co.
Motor Supply Co.
Bowers Auto Electric Co.
Boxley—Brooks Auto Parts Co.
Blakely—Keenan Auto Parts Co.
Blakely—Keenan Auto Parts Co.
Brunswick—Brunswick Auto Parts Co.
Brunswick—Brunswick Auto Parts Co.
Stremen—Service Supply Co.
Suford—Buford Auto Supply Co.
Calio—Keenan Auto Parts Co.
Calio—Keenan Auto Parts Co.
Calio—Genan Auto Parts Co.
Calio—Genan Auto Parts Co.
Cario—Genan Auto Parts Co.
Cario—Genale Auto Supply Co.
Cario—Genale Auto Supply Co.
Cario—Genale Supply Co., Inc.
Cordele—Bufler Supply Co., Inc.
Decatur Auto Parts Co.
Dawson—Dowson Auto Supply & Equipment Co., Inc.
Decatur Auto Parts Co.
Domalsonville—Keenan Auto Parts Co.
Domalsonville—Brooks Auto Parts
Elberton—Anderson Auto Parts
Estonton—Estateman Motor Parts
Edotateman Auto Parts Co.
Genenie—Brooks Auto Parts
Newnan—Genan Auto Parts
Co.
Genenie—Brooks Auto Parts
Menan—Brigas Auto Parts
Menan—Brigas Auto Pa

#### MISSISSIPPI:

Baldwin-Motor Parts Co. Booneville-Motor Parts Co.

Corinth—Motor Parts Co. luka—Motor Parts Co. Lucedale—Motor Parts & Supply Co. Selma—Motor Parts Co.

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#### NORTH CAROLINA

Asheville—Genuine Parts Co.
Belmont—Genuine Parts, Inc.
Canton—Auto Parts & Gear Co.
Chapel Hill—Southern Parts & Electric, Inc.
Charlotte—Genuine Parts Co.
Durham—Southern Parts & Electric, Inc.
Franklin—Slack Franklin Parts Co.
Gastonia—Genuine Parts, Inc.
Hendersonville—Auto Parts Co.
Lenoir—The Flowers Co.
Lenoir—The Flowers Co.
Marion—Marion Auto Parts,
Morroe—Genuine Parts Co.
Morganton—The Flowers Co.
Murphy—Slack Auto Parts
North Wilkesboro—N.W. Auto Parts Co.
Spruce Pine—Mitchell Auto Parts
Statssville—The Auto Parts
Statssville—The Auto Parts & Electric Co.
The Flowers Co. The Flowers Co. Waynesville—Dickson Auto Parts, Inc.

#### SOUTH CAROLINA:

Aiken—Thompson Motor Supply Co.
Abbeville—Anderson Auto Parts Co.
Anderson—Anderson Auto Parts Co.
Bishopville—Hapco, Inc.
Camden—Standard Parts Co.
Charleston—H. Steenken & Co., Inc.
Stevens & Co.
Clover—Jobbers Supply Co.
Clover—Jobbers Supply Co.
Clover—Jobbers Supply Co.
Columbia—The Parts Co.
Standard Parts Co.
Standard Parts Co.
Standard Parts Co.
Conway—Conway Auto Parts
Darlington—Standard Parts Co.
Florence—Carolinas Auto Supply House
Standard Parts Co.
Fort Mill—Standard Parts Co.
Fort Mill—Standard Parts Co.
Georgetown—Georgetown Auto Parts
Great Falls—Jones Auto Parts
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Great Falls—Standard Parts Co.
Kungstree—Standard Parts Co.
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Sypatonburg—Parts Supply Co.
Standard Parts Co.
Sypatonburg—Parts Supply Co.
Standard Parts Co.
Sypatonburg—Standard Parts Co.
Sumpter—Hapco, Inc.
Timmonsville—Standard Parts Co.
West Columbia—Standard Parts Co.

#### TENNESSEE:

TINNISSEI:

Carthage—Automative Parts Co.
Chattanoaga—Auto Parts & Supply Co.
of South Market St.
Hart's Automative Parts Co.
Sharp Automative Parts Co.
Cleveland—Hart's Automative Parts Co.
Motor Parts Corp.
Cookeville—Automative Parts Co.
Copperhill—Service Auto Parts
Payetheville—City Auto Parts
Lincoln Auto Supply Co.
Gallatin—Automative Parts Co.
Harriman—Hart's Automative Parts Co.
Harriman—Hart's Automative Parts Co.
Harriman—Hart's Automative Parts Co.
Harriman—Hart's Automative Parts Co.
Harriman—Automative Parts & Bearings
Jackson—Motor Parts & Bearings
Knoxville—Knoxville Rad & Bearing Co.
Service Auto Parts & Service Co.
Lenington—Motor Parts & Service Co.
Lenington—Motor Parts & Service Parts
Maryville—Hart's Automative Parts Co.
Murfreesboro—Blanton's Service Parts
Parson's—Motor Parts & Bearings
Pulaski—M. S. Church Auto Parts Co.
Rutherford—Motor Parts & Bearings
Shelbyville—Automative Parts Co.
Springfield—Automative Parts Co.
Tullahoma—J. B. Cook Auto Machine Co.
Winchester—Cumberland Motor Parts Co.
Vinchester—Cumberland Motor Parts Co.
Winchester—Cumberland Motor Parts Co.
Winchester—Cumberland Motor Parts Co.

\*as of January 15, 1958

W

On this site...

# More engines ... more sales ... more profits!

The increasing customer acceptance of quality remanufactured engines has created a growing demand for faster and better production. Thus, John Rogers, in step with the times, is breaking ground for the newest and finest equipped plant to bring to you and your customers more DYNAMOMETER TESTED remanufactured engines. Their precision workmanship and accurate test-

ing before they leave the Rogers plant assures you top-performing engines that build your reputation and give your customers only the best in dependable service.

Good engines mean happy customers . . . more business and profits for you. Make sure you get your full share of this growing market. Install only the best . . . Rogers' Remanufactured Engines.

300 Hunnicutt St., N.W., Atlanta, Georgia

Your Reputation Rides with The Engines You Install

# Winter Check-ups lead to Water Pump Sales! One after another...

WHEN TEMPERATURES DROP, car troubles rise—especially in the cooling system. Make and if a new pump is required, be sure to install AIRTEX—the only Water Pump with sure your customers are protected by a thorough check-up of their Water Pumps-Nylon Bearing Retainer for thousands of extra miles of trouble-free performance!













FAIRFIELD, ILLINOIS

INC.

PRODUCTS

AIRTEX

it's got to be good! If it's AIRTEX,

Also manufacturers of the finest in Fuel

# Ditzler offers you 2 GREAT PRIMER SURFACERS in 6 colors for every refinishing need!



RIP RAP

Dark Gray DZL-3475 **Light Gray DZL-3355** Red Oxide DZL-7950 White DZL-645

SAN QUIC

Neutral Gray DZL-3600 Dark Gray DZL-3100

# They're Better 7 Ways!

- 1. Saves you money! High solid content gives more filmforming materials. Fewer coats needed. Free from shrinkage.
- 2. Saves you labor! Easy sanding-requires less work to get a smooth surface. Water sands with 320 paper and dry sands with 360. No clogging of paper.
- 3. Gives you first class appearance! Excellent hold-out of lacquer or enamel colors over Rip Rap or San Quic produces an outstanding job with maximum gloss of final finish.
- 4. You get superior performance! No splitting or chipping around the feather edge. Feathers out beautifully to a mere shadow.
- 5. Your jobs will stand up longer! Detroit and Florida exposure tests show Ditzler's superiority in durability under the most severe weather conditions.
- 6. Saves you time! Famous for non-settling. No time wasted in laborious stirring. Stirs easily even after thinned material has stood for hours in gun cup. Does not settle hard in can.
- 7. Handles easily! Convenient easy-to-pour cans. Oblong type with LARGE opening-no waste in pouring.
- Ask your local Ditzler jobber for these outstanding undercoaters and see for yourself how much better they are.

Ditzler Color Division, Pittsburgh Plate Glass Company, Detroit 4, Michigan



PLASTICS

G H PL TE G A LASS

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



# CHEAP LINING IS DEADLY— OR AREN'T YOU INTERESTED?

One of these days maybe thousands of deaths from now, junk brake lining will be legislated off the market. Meanwhile, we believe that if jobbers, rebuilders, dealers and the public are made aware of the fact that it is flooding the automotive aftermarket, they will refuse to buy and handle it, and it will die a natural death.

By "junk" brake lining we mean the cheaply made stuff that is turned out by irresponsible alley outfits whose sole objective is to make a fast buck! Outfits that use the cheapest ingredients they can buy, that don't know the meaning of testing or research, that couldn't get their product past inspection in a car factory in a million years!

These alley shops are capitalizing on the fact that cheap lining looks the same as the good, reliable kind. And they're right! It takes an experienced brake lining engineer to tell them apart. Because of this, you and your customers are left to judge all brake lining by its appearance, price, and performance under normal operating conditions. But a product as important as brake lining cannot be limited to being satisfactory under just normal conditions. Try stopping

a car going 70 miles an hour with junk brake lining. Or at a slower speed, try six or seven consecutive stops and see what happens. You might as well be on skis.

Bendix—and we hope the other manufacturers of quality lining will join us—is declaring war on practitioners of the cheap brake lining racket. We are positive that if you—the trade—and the car-driving public are given the facts about brake lining such as those on the opposite page, the entire automotive aftermarket will benefit and the national traffic death rate will go down.

# IT TAKES MORE THAN A BUCKET AND A KITCHEN STOVE TO MANUFACTURE QUALITY BRAKE LINING





Marshall-Eclipse Division, manufacturer of Bendix-Eclipse brake blocks and linings, Troy, New York.



Largest test fleet of cars and trucks in the industry where exhaustive laboratory testing is verified on preving ground and actual ever-the-road conditions.



Laboratory control assures that the high quality of Bendix brake blacks and linings is uniformly maintained.



Specially designed dynamometer evaluates friction, wear, fade and durability of Bendix brake.

Brake lining is one of the most important parts on a car from a safety standpoint. It takes an engine weighing hundreds of pounds to propel over two tons of steel at speeds in excess of a mile a minute. Yet, brake lining—a product weighing less than two pounds—is called on to reverse this process in a matter of seconds.

It's obvious, then, that a dependable brake lining manufacturer has to know what the score is. Pressed cardboard will stop a car traveling at slow speeds—if you have unlimited space in which to stop, and you only have to stop once.

Producing a product that meets today's tremendous braking requirements calls for years of experience, continuous research, big financial investments, top engineering talent, vast testing facilities, and above all, skill. Marshall-Eclipse is strong on all counts — especially skill. Practically every automotive manufacturer in this country recognizes the superior quality of Bendix-Eclipse\* Brake Lining. It has been selected for origi-

nal equipment on more new vehicles than any other make. And the decision of these vehicle manufacturers to use Bendix-Eclipse results from their own exhaustive laboratory and proving ground tests.

Yes, it takes more than a bucket and a kitchen stove to manufacture quality brake lining. There can be no compromise with know-how when a life may be at stake. Play it safe. Order your stock of Bendix-Eclipse brake lining now. Then you can be sure.

### BENDIX-ECLIPSE

Marshall-Eclipse Division

Troy, New York



# Boost Battery Sales and Generator Service Profits

WITH THESE STORE TESTERS



COMBINATION
MT-340 battery tester
MT-401A generator-regulator meter

\$9.00 down
\$3.42 per week
Price subject to change without notice.



MT-340 BATTERY TESTER—for six and twelve-volt systems. Automatic relay system selects the proper voltage—eliminates placing injurious load on battery being tested. Unit performs three important tests: Open Circuit Test shows battery condition and no-load voltage . . . Load Test measures battery's capacity to deliver sufficient power for 30 seconds . . . Regulator Test shows if regulator is functioning properly to recharge battery.



MT-401A GENERATOR-REGULATOR METER — tests the generator, checks regulated amperes, cutout and regulated voltage, locates electrical leaks — from one fast-reading dial. Tester has 15volt range for standard ignition and 60-volt range for heavy-duty systems.

Jump your battery sales — boost generatorregulator servicing with these *Snap-on* tools. Easy-to-use battery tester does a complete check in 60 seconds. You can test every battery that comes in — show customers which have failed and which are about to fail. Generator-

regulator tester has voltage range to handle any car and most trucks in service today.

Your Snap-on man will demonstrate — and point out the profit potential in these tools. Get them on the Snap-on easy payment plan that lets you buy now — pay later.

Ask about Whitworth and Metric tools for servicing foreign cars.



8052-B 28th Avenue

Kenosha, Wisconsin





# ONE SOURCE FOR ALL YOUR LUBRICATION GUNS

UNIVERSAL'S 8 Versatile "Easy Grip" Units



This gun will build up a pressure of 12,000 pounds when needed. Swivel couplers, when applied to the grease fitting, will lock tightly, and a mere left or right wrist motion will easily disengage the coupler from the fitting collar.

#### SPRING PRIMED LEVER GUN

This hand gun builds up a pressure of 10,000 pounds. The barrel holds 15 oz. of grease; also it is adapted to cartridge grease loading or self filling. This gun comes with a hydraulic coupler and a fitting for filling. Adapters for any types of fittings are also available.



SUCTION GUN

This gun, ruggedly constructed, has many purposes, such as draining and filling of wet clutches, transmissions, differentials, and any place where a fluid lubricant is required. A knurled barrel and tilted handle assure a perfect gripping for hand fit.



This controlled flow oiler can give a drip or steady stream for lubrication. Ruggedly constructed, it is completely leakproof, and more important, all parts are replace-



#### SPRAY GUN

This Universal Spray Gun is designed to give you a simple, efficient, and more important, more economical means of cleaning engines and other equipment. It is equipped with a six foot synthetic rubber feed tube, weighted for immersion in your cleaning solution. It will also spray light paints and insecticides.



This unit has a 14 oz. lubricant capacity, completely leak-proof, and extremely easy to dismantle and clean. Even under heavy duty service, this unit will give a continuous oil flow.



#### PUSH TYPE GREASE GUN

With a little pressure from the palm of the hand this 4 oz. capacity gun can efficiently lubricate any hard to reach fitting. This handy Grease Gun is easy to operate and load, fits the hand comfortably.



#### AIR BLOW GUN

This gun, a handy tool for industry or service station, is light in body, of high strength materials to withstand abuse. Full hand pistol grip assures complete mobile effectiveness on your job.



UNIVERSAL LUBRICATING SYSTEMS, INC.

# Another great first from Blue Streak

now! controlled cam lubrication

with exclusive

BLUE STREAK Lubri Points

This enlarged view of a distributor shows how the felt LubriWik now on all Blue Streak pre-assembled point sets constantly applies lubricant evenly over the surface of the distributor cam. This revolutionary advance in contact design minimizes rubbing block wear, thus greatly lengthening the effective life of Blue Streak Lubri Points.

# **Install the amazing new contacts** you just set and forget

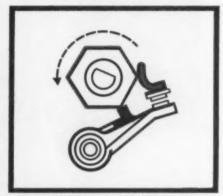
Never again need a Blue Streak dealer remove a distributor cap to lubricate a cam-because Blue Streak LubriPoints lubricate the cam constantly!

How LubriPoints last longer by minimizing rubbing block wear...through controlled cam lubrication



#### ORDINARY CONTACT

Cross-section shows how lubricant collects on the "flat" sections of cam, gets "rubbed off" high points of cam where it is needed most. This accelerates rubbing block wear, causes premature defects in the "dwell" of the points.



#### **BLUE STREAK LubriPoints**

Cross-section shows how felt LubriWik applies lubricant evenly over the entire cam. These new Blue Streak LubriPoints insure against the car "going-out-of-tune" due to rubbing block wear-for the entire normal life of the contact points.

#### NOW ON ALL BLUE STREAK PRE-ASSEMBLED POINT SETS

LubriPoints are pre-assembled-saving mechanics valuable time. Lubri-Points have all the other premium features that have made BLUE STREAK the best known name in heavy-duty ignition.

Take a tip from Sherlack McKanick

DEALERS: BLUE STREAK LUBRIPOINTS ARE AVAILABLE FOR ALL CARS—NOT JUST NEW CARS BUT EVERY MAKE AND MODEL, WRITE BLUE STREAK OR SEE YOUR JOBBER, TODAY!

STANDARD MOTOR PRODUCTS, INC., 37-18 NORTHERN BLVD., LONG ISLAND CITY 1, N. Y.

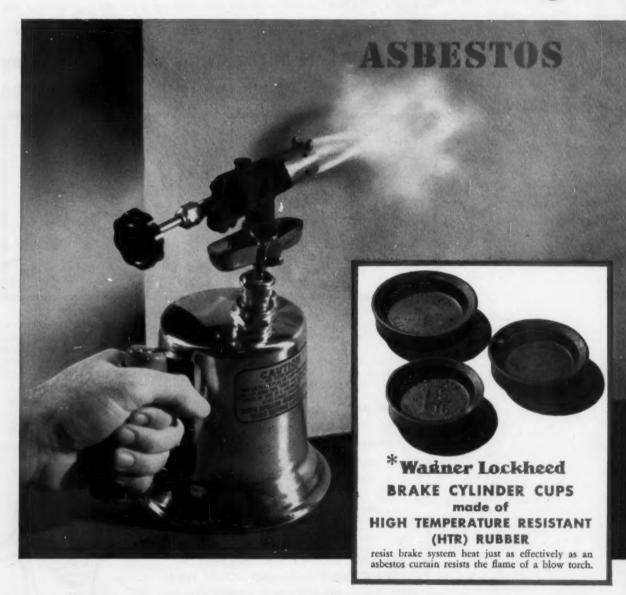




BLUE STREAK BLUE STREAK IGNITION

Betters your Business

# Can the brake cylinder cups <u>you</u> in modern braking?..



# ... the best known name in brake service

LOCKHEED HYDRAULIC BRAKE PARTS, FLUID and BRAKE LINING . AIR HORNS . AIR BRAKES . TACHOGRAPHS

# use take all the heat generated ...Wasmer Lockheed

# HTR\* RUBBER CUPS

# keep their shape and seal even under highest operating temperatures

You'll find Wagner Lockheed High Temperature Resistant (HTR) Cups to be the finest wheel cylinder cups on the market. These cups stand up under high heat generated in modern braking—and function safely and effectively under conditions which would cause ordinary cups to fail.

wagner Research disclosed that materials generally used in the manufacture of brake cylinder cups were approaching top safe operating conditions—were losing important physical properties, with resultant softening and lip collapse. When this happens, leakage results. This deterioration can only partially be overcome with expanders. Alert to the needs of modern braking requirements—Wagner Engineers developed new High Temperature Resistant (HTR) compounds for the repairman. All Wagner Lockheed master and wheel cylinder cups are now furnished in the new HTR compound designs.

HTR CUPS GIVE BETTER, SAFER SERVICE... Due to high temperature resistant material, dimensional accuracy and excellent molding, Wagner Lockheed HTR cups seal so perfectly that cup expanders are not necessary to prevent leakage.



CUP LIP TENSION and rigidity of HTR cups afford positive action—lengthen cup life. These cups are dimensionally accurate—100% factory inspected.

IMPROVE YOUR BRAKE JOBS by using genuine Wagner Lockheed HTR cups. They prevent leakage, give a safer, more durable job—and help cut down expensive "comebacks" on brake jobs. Furnished in assortments, cylinders, repair kits and individually.

You'll also gain by standardizing on Wagner Lockheed brake cylinders, pistons, springs, boots, hose, brake fluid and brake lining. This complete top quality line is quickly available to you through a source near you.



ELECTRIC MOTORS . TRANSFORMERS . INDUSTRIAL BRAKES

#### Wagner Electric Corporation

6362 Plymouth Avenue, St. Louis 14, Mo., U. S. A. (Branches in principal cities in U. S. and in Canada)

Please send us Bulletin HU-411 on Hydraulic Brake Servicing. We understand that there is no charge or obligation.

AME\_\_\_\_

FIRM NAME.

ADDRESS.

CITY & STATE

WP58-2

# SELLING <u>SLANTS</u>

MONEY-MAKING FACTS

# The General Motors

# "AIM TO LIVE

# For All Retailers





### What is "Aim To Live"?

Whenever your customers drive at night, their safety depends on what they can see. What they can't see can hurt them. Repeated checks prove that more than 50% of all cars have improperly aimed head-lamps and are losing as much as 80% of night vision.

In the interest of greater night driving safety, General Motors is taking the lead in promoting this vital service with this great new "Aim To Live" public service program.

The "Aim To Live" Program will be backed by powerful advertising in leading national magazines as well as on television programs sponsored by General Motors Divisions. Car owners everywhere will be urged to stop in at any authorized "Aim To Live" Headquarters point for a headlamp inspection and aiming check.

### Nation-wide March-April \$100,000 Consumer Contest—116 Big Prizes!

The spring climax of the "AIM TO LIVE" program will be an exciting 60-day \$100,000 safety slogan contest open to all licensed drivers during March and April. All "Aim To Live" Headquarter retailers will be provided with official entry blanks and identification signs and banners.

Join this important public service project! Back the "Aim To Live" Program for greater night-driving safety!

# OF THE MONTH!

FOR DEALERS

# "PROGRAM...

# Selling Guide Headlamps



ENTERO COME IN TO LIVE
CONTEST

ORDER YOUR STOCK OF GUIDE HEADLAMPS

Here's how service stations and repair shops can participate in the "Aim To Live" Program

Any service station or garage stocking Guide T-3 Headlamps and having a mechanical aimer for aiming modern headlamps (headlamps with aiming points) is considered an official "Aim To Live" station.

AC field personnel are now contacting retailers of Guide Headlamps to explain the complete program and to distribute "Aim To Live" point-of-sale identification kits

Now's the time to become an "Aim To Live" station. Order a stock of Guide Lamps from your regular AC supplier. He will see to it that the AC field man sets up your station as an official "Aim To Live" Headquarters point. You, too, can then become a part of this vital project and qualify your customers to participate in the big March-April contest.





AC SPARK PLUG A THE ELECTRONICS DIVISION OF GENERAL MOTORS

Watch Walt Disney Studios' ZORRO every week on ABC-TV

# SELLING SLANTS

MONEY-MAKING FACTS

Here's your value-packed

# MID-WINTER DEAL ON AC PRESSURE CAPS



AC Rack—Heavy all-metal construction for wall or pump island installation. Finished in high luster AC Blue, Red and White. If you don't own an AC Cooling System Tester, why not order one of these valuable service tools also . . . available from any AC supplier for only \$10.00.

This handy AC Tester Rack and "Hot Pad" Mitten are yours with an order for an FM-20 AC Pressure Cap Assortment

Two valuable service items . . . the all-metal Storage Rack (for your Anti-freeze and AC Cooling System Tester) plus a heat resistant AC "Hot Pad" Mitten for removing hot pressure caps can be yours free of extra charge. Here's how:

You buy the FM-20 Assortment at the regular price plus \$4.05. You receive the Rack and the Mitten plus 3 additional popular type AC RC-9 Pressure Caps. When you sell these caps, you recover your total additional investment. Simple? You bet . . . why not place your order today?



AC FM-20 Assertment—Seven popular fast-moving pressure cap types, twelve caps in all, packed in this attractive combination shipping and display container. Just the ticket for the average service station.

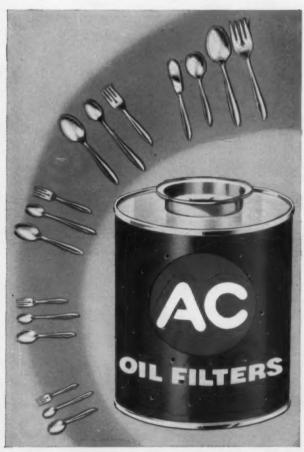
YOUR AC SUPPLIER HAS ALL THE DETAILS • CALL HIM TODAY!

# OF THE MONTH!

FOR DEALERS

Presenting the Oneidacraft Tableware

# FOLLOW-UP PROMOTION ON AC OIL FILTERS



FM-35 Assortment Includes: 4 place settings of 3 pieces Oval Bowl Soup Spoon, Salad Fork, Iced Drink Spoon. Plus... Butter-Knife, Sugar Spoon, Large Serving Spoon, Large Serving Fork.

### Complete your Oneidacraft Stainless Tableware with these 16 beautiful additional pieces

Yes, dealers everywhere have asked for the opportunity to complete their AC Oneidacraft set... so 16 additional Profile Pattern pieces are now available on that same attractive basis as the original offer released last fall.

Demand is bound to run high for this outstanding value so we urge you to act promptly . . . order an FM-35 today!

## FM-35 PROMOTION

... no charge to you!

The deal's the same . . . you buy 24 AC Elements of your choice; pay the regular price plus \$7.50. You receive the 16 pieces of Oneidacraft plus three popular AC Elements worth \$7.50. When they're sold you've recovered your total additional investment.

#### HERE'S MORE GOOD NEWS!

If you didn't get the initial FM-31 Assortment consisting of the basic 16-piece Oneidacraft set . . . 4 Knives, 4 Forks, 8 Teaspoons, it's being reintroduced because of popular demand. This is your opportunity to secure both assortments.



AVAILABLE FROM ANY



SUPPLIER

AC SPARK PLUG AT THE ELECTRONICS DIVISION OF GENERAL MOTORS Watch Walt Disney Studios' ZORRO every week on ABC-TV





for TRAMINI sales ... TRAMINI profits ...

# TALEMITE TUP-Up

FWWIINIS





RECORD-SMASHING
ADVERTISING DRIVE...WITH
POWERFUL COAST-TO-COAST
RADIO COVERAGE!

### "Alemite News Desk" Program...

Timely, popular listening 1 Sells for you on a national scale, with hardhitting local impact. Over 100 markets with at least 5 programs a week in each 1



additives

and KLEEN TREET

team up to make spring selling a breeze!

new

E

HOH

#### CD-2 WITH PHOSPHODYNE!

Alemite CD-2—first in dealer sales—now contains super-protecting phosphodyne to give important new resistance to Engine Fade-Out—the gradual decrease in car power. Phosphodyne adds greater film strength to even finest oils... keeps vital cylinder walls bathed in oil... makes motor oil work full time against engine wear. Exclusive CD-2 Formula clears up, cleans out power-robbing sludge. Add new CD-2 with phosphodyne to your customers' crankcases with every oil change. Gives sparkling new power-performance. You make steady, profit-producing sales!

#### PLUS...GUARANTEED CARBURETOR-CLEANING KLEEN TREET!

No other additive cleans out dirty carburetors and fuel lines like Alemite Kleen Treet. This great new partner of CD-2 works while your customers drive. Helps give better starts, faster pick-ups, new-car performance. Add Kleen Treet to your customers' gas tanks—and watch them come back for more!

free for you!

CASH IN ON THIS

imported Swedishdesign stainless steel flatwarel

A complete 4-piece place setting of Swedish-design imported stainless steel flatware packed right in each case of "Tune-Up" Twins!

free

HANDY MILEAGE COMPUTER!

With each purchase of "Tune-Up". Twins, your customers receive a free mileage computer. Gives average miles per gallon, or miles per hour, at a glance.



PORATION . 1826 DIVERSEY PKWY., CHICAGO 14, ILLINOIS

get ready now!

MEET THE BIG DEMAND FOR SPRING RADIATOR CLEANING!

Spring is radiator clean-up time! Sell your customers Alemite Cooling System Conditioner before they drain out anti-freeze. Cooling System Conditioner loosens dirt, scale and rust... holds it in suspension for fast, positive removal. After draining, add another can of Alemite Cooling System Conditioner to safeguard radiator against rust and scale for one full year. No messy flushing. Works while your customers drive. Make two sales to a customer for double profits! Money-back guaranteed by Alemite!





YOU SELL FIVE CASES

(12 cans to a case) for . .

\*60°°

YOU BUY FOR . . .

\$2880

\$3120

ALEMITE.

STEWART-WARNER

Symbol of

Join the swing to greater sales . . . with Alemite's big "Tune-Up" Three!

ORDER FROM YOUR JOBBER TODAY!





Wrap up your repair jobs in a jiffy . . . with Rochester Repair Kits. There's no hunt and fumble for parts. Just pick the kit with the parts you want—and you've cleaned up another job with a neat profit. And keep your Parts Kits at your fingertips with a Rochester Parts Cabinet. This cabinet gives you inventory control at a glance, stops costly overstocking and tells you when and what to reorder. Get your genuine Rochester Parts today from your Rochester-UMS representative. And ask him about free carburetor training that helps you boost your earnings as a Rochester-Specialist. Or write to: Service Dept., United Motors System Division, General Motors Corp., GM Bldg., Detroit 2, Mich.

#### Meet Rochester's Big Three

Complete parts kits with all parts and gaskets (flange included). Gasket kits with all the gaskets plus flange. And, flange gaskets in individual envelopes.







ORIGINAL EQUIPMENT ON OVER 20,000,000 FINE CARS AND TRUCKS

OCHESTER CARBURETORS

ROCHESTER PRODUCTS DIVISION OF GENERAL MOTORS, ROCHESTER, N. Y.

## "I wanted security, and got it with Texaco,"

says Dan Couget, money-making Texaco Dealer in New Orleans, La.

"It happened this way: Seventeen years ago I made the most important decision in my life," says Dan Couget, operator of a highly successful Texaco station.

"I wanted to get my own business, and I asked Texaco for a dealership. I had the feeling that working for yourself sure beats working for a boss.

"It has paid off for me, just as it has for many other Texaco Dealers I know. Texaco helps you get started and then treats you right. Then we have another edge. There are 38,000 Texaco Dealers over the country. When their customers travel, they stop at Texaco stations along the way. That's why I make extra takehome money from out-of-town motorists."

PROSPEROUS BOSS: Dan Couget, coming home for lunch from his Texaco Service Station, greets his wife and son.





"THIS IS THE LIFE," says Dan, shown relaxing in his comfortable home. Starting from scratch as a Texaco Dealer in 1941, today he has a fine car, a house and money in the bank. He plans to send his son to college.

"But the best part of it is the satisfaction of working for yourself — being your own boss and knowing you have a solid future,"



KEY TO PROFITS: "I found that getting a Texaco dealership, with top quality products to sell, was most important to my success," says Dan. "Also the prestige of the Texaco name in all 48 states. From there on, it was a matter of giving good service and carrying out the sound management policies worked out by the Texaco people. Any man who wants to have his own business and real security, ought to investigate the advantages of becoming a Texaco Dealer. I'm mighty glad I did."



### 6 reasons why <u>you</u> can make money as a Texaco Dealer:

The best petroleum products, known and accepted by car owners in all 48 states. Continuous research and development insure that TEXACO will always have outstanding products. The best and biggest national advertising program . . . constantly selling TEXACO Dealers to car owners everywhere. The best point-of-sale promotion material to help bring customers in and bring them back! The best customer credit card—in fact, the only petroleum credit card honored under

one sign in all 48 states . . . and in Canada, too. The best retailer policy—TEXACO doesn't compete with its dealers . . . cooperates with them in the marketing of nationally-advertised and accepted TBA products. The best opportunity to cash in on "touring" business all year—because TEXACO customers at home like to stop at TEXACO stations when on the road. This means you have 38,000 other TEXACO Dealers helping you.

THE TEXAS COMPANY



WRITE OR PHONE TODAY if you'd like to be your own boss—a TEXACO Dealer. Let's talk it over. No obligation. Get in touch with the Texaco Division Office nearest you.

DIVISION OFFICES: Atlanta, Ga.; Boston 16, Mass.; Buffalo 9, N. Y.; Butte, Mont.; Chicago 4, Ill.; Dallas 2, Tex.; Denver 3, Colo.; Houston 2, Tex.; Indianapolis 1, Ind.; Los Angeles 15, Calif.; Minneapolis 3, Minn.; New Orleans 16, La.; New York 17, N. Y.; Norfolk 2, Va.; Seattle 1, Wash.

## PROGRESSIVE ENGINEERING MAKES THE DIFFERENCE

TEMPERATURE
SELECTING
LEVER

PROT VALVE
ASSEMBLY

PROT VALVE
O'PENING SPRING

FROM COMPRESSOR

MAIN VALVE
ASSEMBLY

MAIN VALVE
CLOSING SPRING

NEW DELCO-REMY HOT GAS BYPASS VALVE
FOR AUTOMOTIVE AIR-CONDITIONING SYSTEMS

# NEW DELCO-REMY HOT GAS BYPASS VALVE ON ALL AIR-CONDITIONED GM CARS FOR 1958

To provide controlled, freeze-free operation in an automotive air-conditioning system, Delco-Remy has developed a special hot gas bypass valve. Simple in design, rugged in construction, this mechanical unit produces more even temperature control through its continuous regulating action.

The new unit solves the problem of maintaining constant car temperature at various car speeds and compressor outputs. Once set by the temperature control lever in the driver's compartment, the valve automatically meters the required amount of hot gas from the compressor directly to the evaporator to provide continuous control of evaporator pressure and temperature.

Used on all 1958 General Motors cars equipped with air conditioning, the new Delco-Remy hot gas bypass valve is available from your General Motors car or truck dealer, or the United Motors System.

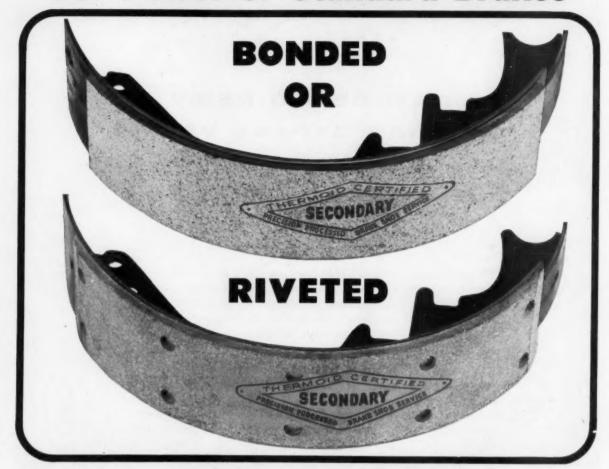
DELCO-REMY . DIVISION OF GENERAL MOTORS . ANDERSON, INDIANA



GENERAL MOTORS LEADS THE WAY-STARTING WITH

Delco-Remy

## For Power or Standard Brakes



## Insist on Thermoid "C-B" Lining

Whether you use bonded shoes or riveted segments, you choose quality and safety when you insist on Thermoid Custom-Built Brake Lining—the one brake lining recommended for both power and standard brakes.

Thermoid, constantly abreast of modern brake requirements, brings you the one lining that's custom-built and certified\* for all cars. And you can service 90% of the popular car market with just two fast moving assortments of Thermoid Bonded Shoes.

\*The only Brake Linings certified by The Pittsburgh Testing Laboratories.



Thermoid Hydraulic Brake Parts and Fluid



Thermoid Company • Trenton, New Jersey

the standard of precision processing in brake lining, brake blocks, hydraulic fluid, cylinder assemblies, hydraulic brake parts

## Pays for itself in less than 2 months



The "750" Jenny is the most powerful, dependable steam cleaner in the low-priced field. It produces enough additional income to pay for itself in *less* than two months when used only one hour a day!

Here are only a few of the sources of extra business that bring you an average profit of \$12 per hour from your Jenny—cleaning engines by the revolutionary Jenolizing process, cleaning white side-wall tires, cleaning for under-coating and doing contract cleaning for fleet owners and used car dealers. Send for details today!



Provides additional



Promotes fleet



Adds sales appea



leans your place

Please send me additional information on the Model 750 Hypressure Jenny Steam Cleaner and the Jenolizing process.

I am interested in time payments

NAME....

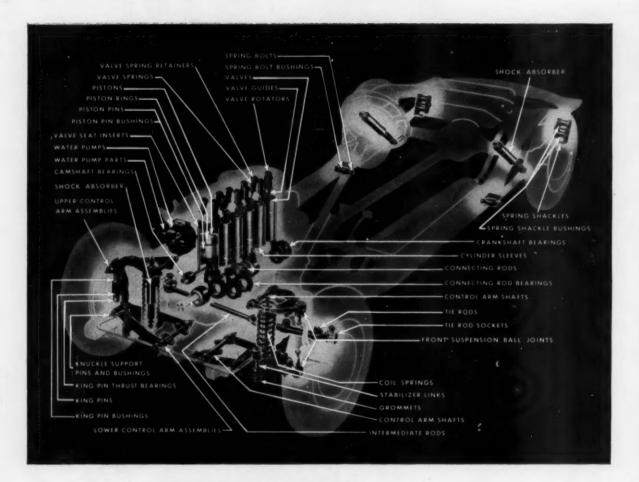
STREET\_\_\_\_

CITY\_\_\_\_ZONE\_\_\_STATE\_\_\_\_



HOMESTEAD VALVE MANUFACTURING COMPANY

Hypressure Jenny Division . Coraopolis, Pennsylvania



#### THOMPSON PRODUCTS

## "the original equipment line"

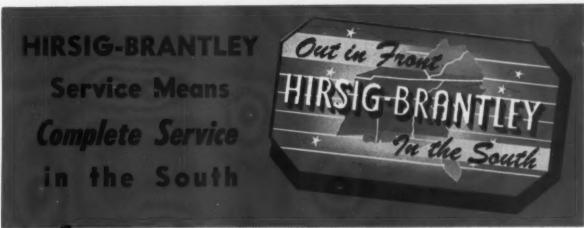
#### ENGINE AND CHASSIS PARTS FOR CARS, TRUCKS, TRACTORS, BUSES

● For over half a century Thompson has been known as "the original equipment line". Every well-known manufacturer of cars, trucks, tractors, buses—even aircraft—uses Thompson parts as original equipment. That's because they know that Thompson parts are reliable parts.

Repairmen and servicemen, too, must stake their reputations to a large degree on the quality and serviceability of the replacement parts they install. Poor fitting, poor performing parts cost you labor, cost you money, cost you customers.

Protect your business by always installing precision made Thompson parts. Do as the automotive manufacturers do. Rely on Thompson engine and chassis parts—"the original equipment line".





## for Manufacturers and Jobbers!

Brantley Service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig-Brantley organization is all that is necessary....

AUTOMOTIVE EXPERIENCE . . . Hirsig-Brantley Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per manl These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.

SMALL TERRITORIES ... Hirsig-Brantley men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 13 Southern cities, information brought to customers on Hirsig-Brantley lines is timely and complete.

CAREFUL PLANNING ... The work of the Hirsig-Brantley men in the field is planned and directed from Headquarters by men with long and successful experience in the automotive field. A fully staffed home office promptly handles the necessary details as required by an efficient sales organization.



wrence M. Hirsig Mrs. Lawrence M



Mrs. Lawrence M. Hirsig B. T. Br



R. W. (Larry) Hirsi





































TENN. S.C.

HIRSIGABRANTLEY COMPANY, AMERICAN NATIONAL BANK BLOG., JACKSONVILLET, PLORE



"Since De Soto introduced the Firesweep,

## **MY PROFITS ARE UP 42%**"

-reports H. E. Baher, President, H. E. Baher, Inc., Alhambra, California



"The Firesweep has opened a whole new volume market for our dealership," says Mr. Baher. "We're making many more conquest sales, especially to people moving from low-priced cars to the lower-medium-priced Firesweep.



"The Firesweep line includes every body style, which, together with very competitive prices, has helped us go after more fleet business. Just recently we delivered a fleet of new Firesweep 4-door sedans to the city of Alhambra.



"By bringing in more traffic, the Firesweep has made our salesmen's floor time much more productive, too. And its combination of style, features and price has turned many would-be 'lookers' into buyers. This car is hard to resist!"

H. E. Baher and hundreds of other dealers from coast to coast have discovered the tremendous profit-through-volume opportunity offered by the competitively-priced De Soto Firesweep — a fast-moving car backed by a continuing, retail-slanted advertising and sales promotion effort— one more reason why in '58, more than ever . . .

it pays to be a **DE SOTO** dealer!



New 1958
TUNG-SOL Lamp & Flasher
Servicing Guide Spurs Sales

Here's the industry's only complete headlamp, miniature lamp and flasher servicing guide. It contains specifications and installation instructions for every domestic car and truck, and leading foreign cars, from 1940 thru 1958!

Step-indexed for rapid reference, the new edition features other timely, informative sections, too: how to install and aim new dual

headlamps...the profit in a 5,000 mile aiming check campaign...how to build a profitable TBA program . . . service tips—all geared to help you get your share of the growing lighting service market.

If you haven't received your free copy of the 1958 Tung-Sol Lamp & Flasher Servicing Guide by mail, see your jobber. He'll rush it to you promptly

LIGHTING SERVICE IS MORE

PROFITABLE WITH ...





LAMP DIVISION TUNG-SOL ELECTRIC INC. NEWARK 4, N. J.

Sales Offices: Atlanta, Ga.; Columbus, Ohio; Culver City, Calif.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Irvington, N. J.; Melrose Park, Ill.; Newark, N. J.; Philadelphia, Pa.; Seattle, Wash. Canada: Montreal, P. Q.

Here at last!





## . . . the REALLY versatile PLASTIC FILLE

you've been looking for! in minutes . . . make it elastic as rubber or metal-hard to suit your need.



DC-3 advances your repair job six steps AND MORE ahead of ordinary fillers.

- Much less dust from clean sanding.
- Impossible to use too much or too little hardener. (No messy tubes or bottles)
- Perfect finish no pin holes.
- No applicator drag.
- YOU CAN MAKE THE MATERIAL THICK OR THIN, AS DESIRED FOR ANY JOB AT HAND, RE-GARDLESS OF HOT OR COLD TEMPERATURE.
- YOU CAN DECIDE HARDENING TIME by merely adding more or less of premeasured catalyst. Requires no heat. Dries in minutes.

REPRESENTED IN THE SOUTHEAST BY

AARON & BELL 730 Peachtree St. N. E.

Atlanta, Georgia

Plastics Div. DYNATRON CORP.

87 New Park Ave., W. Hartford, Conn.

Get Your Supply of DC-3 TODAY from your Jobber or write to

# Profit-Sharing Plan Put Us on Our Feet

This compensation system, based both on volume and profit, has brought healthy, happy proceeds to owners and salesmen. Do you stimulate—and split—profits?



In tough sales periods, this dealer (left) forgets the country club and sticks close by to assist in sales.

I BELIEVE the time has come for dealers to adopt a different point of view with regard to what they are taking out of their operations and what they are paying the people who work for them.

When I recently had occasion to interview sales managers seeking a change of job, I was dismayed to find so frequently among them disloyalty to their dealers.

What occasioned it?

Dealers begrudged them the high earnings they had worked for and been awarded through the very incentive plan the dealers themselves had proposed!

Many a dealer drawing \$50,000 is unwilling to make a personal "sacrifice," is reluctant to reduce his salary when business gets bad. They will call in their managers and staffs, ask them to work harder and longer hours, give them esprit de corps talks, but refuse to curtail their own mode of living.

When business gets bad it is

By JACK AMATUCCI
President, Tom's Chevrolet, Inc.
Wheaton, Md.

common sense to get rid of the speedboat, drop out of the country club and come closer to your operation.

Are your personnel, your managers, really with you?

Or are they knocking themselves out unrewarded while your wife drives to the door in an expensive convertible?

In my opinion a better distribution of the fruits of labor is in order if an operation is to survive rough and stormy going.

There is nothing that will put an operation back on its feet like the added incentive to employes, the extra reward.

That was our approach to a new compensation plan based on volume and profit introduced August 1. We sought a fair reward for those putting forth their best effort

We are convinced that our new pay plan turned the tide in our favor. From a dealership that had been running in the red, the plan put us in the black within the first 30 days. During a three-month period usually low in car sales, sales and net profit climbed steadily.

Prior to the plan we averaged 50 new-car sales a month; within 30 days we jumped to 100 new-car sales a month. Our repeat bysiness on customer labor which had been diminishing rose 18% during August, accelerated to 35% during October.

Under our new incentives our department managers are now working together cooperatively, viewing gains to the entire organization as their main objective, not competing with one another for department prestige.

## Disloyalty Recipe:

"Dealers begrudged sales managers the high earnings they had worked for and been awarded through the very incentive plan the dealers themselves had proposed!"



Pat Cannon, Tom's Chevrolet salesman who earned \$2,000 in commissions and in bonus last November, points with pride to this achievement.

Our sales compensation plan is based on volume and profit. The more sales a man makes, the more he earns.

We pay a salesman 20% of retained gross profit after wholesale appraisal of a used car until he reaches \$1,000; then commission goes up to 25%. When he reaches \$1,500 within the 30-day period, his commission goes up to 30%. After \$2,000 has been reached, commission climbs to 35%. Over \$2,500 all deals are figured at 40%.

We wholesale about 50 to 60% of our used cars. Let's say that a used car was appraised wholesale at \$200. If gross profit on a new car is \$1,000 and the used car was appraised wholesale at \$200 while the customer was allowed \$900, we have an over-allowance of \$700. Then the difference remaining is \$300, on which the salesman figures his share. If the used car was wholesaled for \$250, the \$50 over the \$200 appraisal boosts the salesman's portion. This plan meets any objection that wholesale car appraisal at \$200 is too low.

We supplement this with a bonus plan based on volume. The salesman selling from five to nine cars within a 30-day period gets an extra 2% of gross profit bonus which is retroactive. From zero to four cars no bonus is awarded. If he sells from ten to 14 cars within the period, he gets 3% retroactive on total gross profit. From 15 cars and

up the bonus is raised to 4%.

The usual commission is paid on financing.

Today each of our salesmen averages ten to 12 car sales a month, making about \$70 to \$85 on a deal, whereas prior to the plan it was \$40 to \$45 on only half the number of sales. However, we have no run-of-the-mill salesmen. We have a topnotch staff of ten career men very carefully selected after two months of recruiting, interviewing and researching into each man's background and performance. This approach emerged after taking a long and thoughtful look at our experience in the salesroom over many years.

I cannot agree with the dealer who thinks that anybody who can read and write can sell cars, whether it's a youngster just out of school or a salesman experienced in selling appliances. Dealers who clutter their salesroom with personnel on commission "because it doesn't cost anything" lose sales.

No dealer needs a big staff of salesmen running around the showroom floor. What he does need is professional salesmen, career men with proven records of performance.

We searched the city for the type of professional salesman whose record showed permanence, stability, hard work, skill in selling and handling people, over at least a six-year period in the automotive field. We wanted family men with responsibility, yet men of humility.

The selection of ten quality men was our first step in building up a quality dealership. The public, we believe, has become wary of the gimmicks and false advertising. Principles of integrity cannot be sacrificed for profit. The dealer, as I have said above, by his constant presence around the organization can lend support to his hard-working staff and back up to the customer the promises for which his company stands.

From the inception of our incentive plan a new atmosphere has pervaded our organization. The effect demonstrated itself in an upswing in sales and service volume even though we started in the low-

est quarter of the year.

#### **Boosting the Shop Volume**

Our mechanics were put on a 50-50 plan with an additional percentage for any service work brought in. Furthermore, any additional repair work found on a car by a mechanic other than that ordered by the customer was to be rewarded. A mechanic reports this to a service salesman who calls the customer. If the needed job is sold, both mechanic and service salesman gain. The mechanic with the greatest amount of additional work over \$1,000 a month receives top prize of \$50, second in line gets \$30 and third gets \$20. The service salesman receives a small percentage of the job he has sold as well as his incentive pay based on total paid customer labor.

Our new- and used-car manager, parts manager and office manager receive a percentage of total net profit monthly. Each department has its own small incentive as well. Now all managers work together, for they realize that what benefits the organization as a whole brings them benefit. They no longer compete with one another for the advantage of making an outstanding showing, nor have they anything to hide from one another. They do not make deals that show up profitably for their own departments and to the detriment of another department or to the organization as a whole.

Sharing in the total net profit metes out the same fairness to everyone.

We do not know what the ultimate results of the incentive plan may be a year from now, but the indications as of now are that we are on the right track. Every department in the company is looking upward.

## Dealers Appraise the Future

CUTTING production at the factories was among suggestions from franchised car dealers to aid their profit picture for this year, in answers to a questionnaire mailed 800 over the South and Southwest last month.

Among the replies were:

Thomas C. Hogan, Jr., Crane Motor Co. (Chrysler-Dodge-Plymouth), Crane, Texas—"Many dealers have expanded much too fast for a sound financial condition. They should have adequate reserve and business ability to reduce operations and trim overhead expenses during periods of slow selling, and to expand rapidly during periods of good selling.

"Participation in allied lines, such as tires, gasoline, salvage, etc., may offer profit potential."

"Hidden and unhidden" excise taxes on cars should be cut to aid dealers' profit position, he said. He has been financing most of his used cars and has been revamping parts and service operations "for efficiency and greater profits."

H. C. Griffin, Jr., Griffin Motor Co. (Chevrolet), MacClenny, Fla.—"As you will recall, Cadillac made full gross profit longer than any other dealer. This was caught up with last year. The cause of this was due to the fact that they had a demand for all they produced up to last year.

"We dealers trying to hold to a fair gross profit find a dealer nearby with a heavy stock and willing to move them at a very low profit,

which hurts.

"We all have quality products, but the dealer who operates without salesmen or proper service facilities has less overhead and he figures a \$100 profit gives him some net, whereas a legitimate dealer cannot operate on a \$100 gross. This is one type of interference toward proper profit that has got to be eliminated. How, I don't know."

He did urge that all factories cut production.

Milkint's Garage (De Soto-Plymouth), Thomas, W. Va.—"We are totally working for 'Musts'. That is, films that are of no value to us, and we must buy them by the dozens at \$11 to \$18 each.

"We cannot reinvest the film—the factory will not buy it back. We

A Reader Survey

have approximately \$4,000 worth of tools now and we have never had use for a half-dozen of them which the factory insists we positively need."

Officials of this dealerships called for "less 'Musts' to stay a

franchised dealer."

J. B. Plocheck of J-B Motor Co. (Edsel), Baytown, Texas—"Factories should cut production to avoid surplus stocks.

"We are cutting overhead to the bone and making every deal make

money or not selling."

Lloyd Getchell, Lantz Motor Co. (Chevrolet), Stigler, Okla. — "It seems to me that the main trouble with the automobile business is in the distribution to dealers.

"A dealer who sells many times more cars than he could possibly service for those customers is concerned neither with the customer nor the car. "The car is out of territory; let some other dealer take care of it."

"The dealer who has facilities to take care of the volume he handles will do a much better job for the customer and factory. The factory that supplies the dealer with cars he can merchandise in his zone will go far toward having a 'quality dealer' organization and assure the customer the service that he is entitled to.

"Wholesale dealers are not needed. Merchandising dealers are!"

To aid his profit picture this year, he reported, "I am promoting my company as 'headquarters for transportation'."

A small-town Arkansan suggested a government supplement would be in order, with Uncle Sam buying up five-year-old cars.

R. W. Milum of Milum Motor Co. (Pontiac-GMC truck), Harrison, Ark., expressed doubt if anything could be done to permit more dealers to operate more profitably. Then he asserted:

"Pay for servicing cars I did not sell would not hurt. I charge unless the owner has a service order signed by an authorized dealer. "Bootlegging can't be stopped and I sometimes doubt if factories care. They make a certain amount on each and every car manufactured, regardless of who retails it.

"Manufacturers could cut costs and thereby permit cars to be sold cheaper. They are now entirely too high. I don't see how an ordi-

nary person can buy.

"I've been with General Motors since June 1923. Have yet to see much help from the men they send around to tell you what could be told by mail. They cut many white-collar employes out. No one can justify \$500,000 to \$600,000 salary. It could come on down the line. Of course you will just say 'that's another sorehead.'

"Unless we get into another war and cars become scarce, you will never see the time the dealers will make the 24% again. It has become a volume proposition and 50% or more dealers are not in

that kind of territory.

"Would you be honest and tell me how many dealerships are for sale?"

W. H. Adair, Adair Lokey Chevrolet Co., Inc. (Chevrolet), Fort Gaines, Ga.—"Every dealer should stop trying to sell three times his potential. I am tired of these fire sales, gimmick advertising, price cutting and supermarket operations. That may be all right for the factory and the few big operators who can make money on this type operation, but it certainly hurts the small dealer who cannot possibly do a big volume of business in a small town.

"It seems that the factory is in favor of this type operation, and if this continues much longer, then I say the small dealer will have to

find something else to do.

"Right now I can make more on a \$200-\$300 used car purchased through an auction than I can make on a new Chevrolet; does that make sense? Then why keep a big stock of new cars and pay high interest on them when the margin of profit is so low?

"It seems that the larger dealers are all trying to see how many cars they can sell regardless of the small margin of profit (at least that is the impression they give the public). Their big ads circulate in the daily papers to all parts

W. H. Adair, Fort Gaines, Ga.: "Right now i can make more on a \$200-\$300 used car purhased through an auction than I can make on a new Chevrolet; does that make sense? Then why heep a big stock of new cars and pay high interest on them when the margin of profit is so low?"

of the country and, in fact, more people read the daily papers than the small country-town newspaper.

"We had seven new 1957 Chevrolets left on hand and we are in a crop-disaster area, and spent considerable effort trying to move them locally without much success. We decided to put an ad in The Albany Herald the last week of December to try to clear out these cars.

"We were promptly notified that we couldn't advertise them as new cars, since there was a new-car dealer in Albany. Then our district manager notified us that we would have to discontinue the ad, as we are not allowed to advertise in another dealer's area.

"Now, I ask, why are the big dealers allowed to advertise all their cut prices, fire sales, etc., in the area of all the small dealers? Of course they can draw in quite a few deals from the outlying sections of the country, but if the small dealers could run the same ads in the daily papers, they could not hope to build up their volume very much.

"I say why don't all the dealers wake up and start selling for a profit, and stop trying to make the public think they are going to give them something? Naturally when the new cars are sold at such cut prices, that just knocks the prices down that much more on the used cars, so actually the public has not gained but very little, if anything at all, and the dealers are the ones that are suffering, 'cause the factories have a set price and they take no trade-ins but get full price for every car they sell.

"Why should the dealers be satisfied to work so hard for the factories for so little profit? Just compare the percentage of profit that the factory has made for the last few years with the percentage of profit that the dealers have made. Can you find any other

group of retail merchants that can operate on so small a margin and take the risk of repossessions and losses that the automobile dealers have?

"I still think there is some hope for the automobile business to return to a respectable business if the dealers will wake up and start selling the product for a profit and stop all this bait advertising, fire sales and the selling of 'price only'."

He reported that, to aid his '58 profit picture, he had "cut expenses to the minimum and reduced new-car inventory to keep interest charges to a minimum. We don't take the deal if there isn't a chance of making a profit."

A Maryland Chevrolet dealer said that to permit more dealers to operate more profitably, they should be educated "as to what their costs are." He trimmed his overhead ten per cent last year and estimated his reduction this year would approximate an additional 16%.

A small-city North Carolina "Big Three" dealer declared, "Small dealers should not be more or less forced to subscribe to promotion deals designed for large dealerships and, of course, prices should be lower" to permit dealers to raise their profit margin.

A Dodge-Plymouth dealer in a small Florida city said, "The dealers only can help themselves by insisting on making sales only where a fair profit can be obtained." He has cut expenses and inaugurated a "better used-car op-

eration" to aid his '58 profits.

Marvin Wood of Marvin Wood Pontiac, Big Spring, Texas, called for "closed territory" and lower factory production to assist his profit plans for this year.

A Chevrolet-Buick dealer in a small Mississippi town said that as to dealers' profits, "The only answer to this problem is controlled production or fewer dealers or subsidized sales." He is watching expenses closer, has eliminated "advertising that is dubious as to benefits" and instituted "a little closer dealing."

An official of Patrick Motor Co. (Ford), Stuart, Va., suggested tighter credit on service sales and a cut in overallowances to permit dealers to operate more profitably.

Ward Newport Pontiac, Cushing, Okla., recommended trying "to get sales and service back on the local level. We don't believe in 'wheel and deal.' We try to stress service, but we are having trouble keeping our customers from shopping for new cars. They like our service but don't think we should make a profit on the new car.

"As long as we have dealers that stress come-ons and false advertising to confuse the buying public, the situation won't get any better."

A Louisiana dealer suggested, "Factories should stop a lot of this wild advertising which is misleading. If necessary, cancel the dealer."

A small-town Kentucky official urged a service responsibility law and territory security. This year he is "choosing deals for profit, not volume."

H. G. Roberts of Roberts Chevrolet, Dyersburg. Tenn., a past president of the Tennessee Automotive Association and also a well-known banker, said that a reduction in cross-selling and bootlegging was necessary to permit dealers to operate more profitably. He, too, is "trying to control expenses and make more profit per deal."

He added, "I heartily endorse NADA's legislative program. Looks like we just have to do something to survive."

Ward Newport Pontiac, Cushing, Okla.: "As long as we have dealers that stress come-ons and false advertising to confuse the buying public, the situation won't get any better."

Here is the wording of the proposed bill being sponsored by NADA:

being sponsored by NADA:

"Be it enacted by the senate and house of representatives of the United States of America and in congress assembled, That section 5(a) of the Federal Trade Commission Act as amended (38 Stat. 719; U.S.C. 45) is amended by adding at the end of subsection 5 of said section 5(a) the following new subsections:

"(6) Nothing contained in this act or in any of the anti-trust acts shall render unlawful any contracts or agreements in which or in connection with which a manufacturer establishes a system of incentive payments to compensate his retailers for sales at retail of said manufacturer's products within specified geographical areas assigned by said manufacturer to his retailers as their respective areas of sales and service responsibility.

"(7) Nothing contained in this act or any of the anti-trust acts shall render unlawful any contracts or agreements in which a manufacturer requires that warranties will be fulfilled and services rendered and facilities provided by its dealers, and in which a manufacturer effectuates a system of compensating all of its dealers for fulfilling such warranties, rendering such services and providing such facilities."

And a fellow Chevrolet dealer, himself a past president of the Mississippi Automobile Dealers Association, likewise expressed support for NADA's proposed legislation

Carl F. Schmidt of Schmidt Motors (Rambler), Melbourne, Fla., said that dealers' profits would go up if they would "work for themselves and not the factory." He's "keeping overhead down this year" and is following a policy of "not giving the product away but selling it."

R. E. Bowdon of Bowdon Pontiac (Pontiac-Rambler), Calera, Ala., called for "factories' insisting on dealers making a reasonable profit." To build his profit plans for this year, he has hired two additional mechanics and one salesman.

One well-known Dodge-Plymouth dealer of Mississippi urged an end of "advertising under list prices," with the anticipated result of "more profit per deal." He's going to "cut every place possible, cut again and recondition used cars" to boost his income this year.

R. H. Ross, Ross Ford Sales (Ford), Piedmont, Mo., commented:

"I have given quite a lot of

#### NADA's Seven-Point Program

This action program was adopted unanimously by the directors of the National Automobile Dealers Association and announced last month at the 41st annual convention at Miami Beach, Fla.:

That NADA sponsor and promote the enactment of national legislation which is designed to make legal arrangements between automobile manufacturers and their authorized dealers under which a manufacturer can make specific compensation payments to his dealers for retail sales the dealer makes to purchasers located in the dealer's market area or area of responsibility; and under which a manufacturer can make specific additional compensation payments to his dealers for performing the service function, which payments shall be in an amount sufficient to compensate a dealer for the standby facilities he provides.

2. That the concept of "Equality of Competitive Opportunity" be promoted by NADA and that all possible steps be taken with the manufacturers to bring about the adoption and implementation of this concept in our industry.

3. That a code of business standards for our industry, along the lines of the code considered by the committee, be promoted with the manufacturers and all NADA members, with the ultimate objective of having the substance of such code incorporated in dealer franchises and violations of the code made grounds for cancellation by the manufacturer.

4. That a redesigned NADA emblem be adopted and the code of ethics strengthened, and that the new emblem be furnished only to members who agree in writing in advance to display the emblem and the code of ethics in their showrooms and live up to the requirements of the code of ethics.

5. That the details and procedures concerning a national public relations program on behalf of quality dealers be worked out with the manufacturers and all of their dealers on an equal basis.

6. That NADA continue to urge all manufacturers to use and advertise realistic uniform delivered prices on a national basis.

7. That NADA continue to urge all manufacturers to take all necessary steps on a continuing basis to effectuate a realistic and equitable system of distributing new cars and trucks to insure that a dealer can and will receive only the proper number of new vehicles to satisfy the honest potential of his market area or area of responsibility.

thought to this matter and have come up with the answer. While I have had a very profitable year, I know that there are a lot of dealers who haven't.

"I believe there are a lot of dealerships that are not run on an efficient business basis. In all lines of business there are some who don't show a profit, but in the retailing of new cars the percentage is too large. I think this gets us to the point of the matter.

"When people buy a washing machine or stove, etc., they don't do an extensive amount of shopping. Usually after deciding on a brand, they don't shop half a dozen other retailers of that brand trying to locate the best deal.

"I know of people who have traveled several hundred miles trying to wangle out of dealers a little better price. The public have been educated to a good extent by the dealer to the fact that they should be able to get several hundred dollars off of the first price that is offered them. In other words, we have too many dealers selling cars to out-of-towners at no profit, thinking they can build up a clientele in that area.

"The only answer that I can see at this time is a territory guarantee of, say, \$50 to \$100 per unit. It is a root-hog-or-die situation."

H. G. Roberts, Dyersburg, Tenn.: "I heartily endorse NADA's legislative program. Looks like we just have to do something to survive."



It's the old employes that really sell Mosehart & Keller's retirement plan to the youngsters just starting,

and Used-Car Manager Meyer Solomon jots down convincing figures thereon for Roy Manning, new employs.

## Licking Labor Turnover

## with a progressive pension plan

SMALL businesses in the South in recent years have felt the pinch caused by mushrooming industry's seizure of the labor supply.

Men today are getting "fringe benefits" along with daily or weekly wages. Thus small-business benefits frequently are found wanting when weighed with pensions, retirement plans and insurance provided by big industry.

Mosehart & Keller Automobile Co. of Houston, Texas, one of the nation's oldest automobile dealerships, has found an answer to such labor pressure from big industry through a pension and retirement plan of its own.

As a result of inaugurating the program in 1951, the company has reduced labor turnover about 75% and today maintains a sizable waiting list of promising men wanting

By Ruel McDaniel

to work. This Studebaker-Packard dealership has about 60 employes.

The program applies to all employes, regardless of their work, including automobile salesmen. Partially because of the pension plan, the company's newest of nine salesmen has been there over five years.

An employe must be with the company at least one year before he starts participating in the pension-retirement program. Before he has served his year's "apprenticeship," he probably will have been thoroughly sold on the program by fellow-employes or else he will have decided that he does not belong with the organization. Although the company has its own "sales" program to promote the

pension plan, older employes are the real salesmen, according to H. D. Schleeter, manager and coowner.

The program calls for only minor participation by employes. Employes donate only about one-sixth of the amount that makes up the pension-retirement fund. That credited an employe depends solely on his individual earnings and his time with the company.

The employe's contributions amount to 2% of his yearly earnings up to \$4,200. Above that, he pays 4% of the overage.

The company pays in about \$15,-000 per year for 60 employes, and about \$250,000 has accumulated in the fund since 1951. It will continue on this basis until it reaches \$400,000, the ceiling established by the Internal Revenue Department.

(Continued on page 96)

Big-industry's seizure of the labor supply in the South, through high wages and fringe benefits, served to challenge this dealer.

## To Sell Them, Talk Batteries





Above: By having a customer take drinks from this glass of water Manager Coleman explains how stopping and starting drains power of batteries.

Left: Here's how we take a hydrometer reading, he demonstrates to a prospect. Anything near a low reading may mean some cussing on a cold morning!

TALK batteries if you want to sell batteries.

Check every battery in the driveway and report what you find to the customer so he will be batteryconscious,

Warn customers with rundown batteries that in a week, in a month, maybe in a couple of months, they may be caught somewhere at night with a car that won't start.

And to those skeptics that want to know why, explain a battery in the simple, homely terms of everyday life, omitting technical terminology

You will make nine battery customers out of ten if you follow this advice, according to Harry W. Coleman, manager of Cathedral Garage, a small operation tucked away off the main thoroughfares of an apartment and hotel neighborhood in midtown Washington, D. C.

Cathedral jumped its battery volume better than 100% between '54 and '56; battery volume went up another 75% in '57. In peak battery months of October, November and December one battery is sold a day. For a small station of

manager and assistant, removed from public traffic in a quiet residential area where no signs or promotion are permitted, this accomplishment merits recognition.

"We check every battery in the driveway by voltmeter and hydrometer test," Coleman said. "We note date of every battery. We watch variations in cell readings.

"Like other stations, we know when a battery is running down, and therefore call immediate attention of the customer to this condition. We make him battery-conscious. Here is what we say:

"'Sir, your battery is over 18 months old and you cannot expect much more life from it. One of these cold mornings you may not be able to start it. Or you may be out some evening and have difficulty getting home. I wish you would call us if any difficulty arises.'

"Then we add, 'I advise you to watch the behavior of your battery.'"

This implants in the customer's mind that he will be buying a battery within the next few months. Implanting the idea long before he needs it is very important, Coleman stresses. The customer will recall that it was Cathedral Garage

that warned him and he will promptly associate future difficulty with the warning.

"Now when we are called on road service, we make it our business to get to the customer within five minutes—ten minutes at a maximum. He is usually within a ten-block radius. Our next objective will be to get the customer in here.

"Yes, we will charge his battery if he wishes us to, but we firmly explain where there is a weak battery that recharging may last two days, two months and again he will have the expense of a service call and charging fee.

"Recharging is uneconomical on a weak battery. Why throw out that \$3.50? Why not solve battery troubles at once with a new battery?"

A customer may resist the idea of a battery replacement when it is put suddenly to him. He does not see how it could happen. He may complain that he does not run his car excessively, mostly city driving—no more than 5,000 miles a year.

Then Coleman takes two glasses, filling one with water. He illustrates how current in a battery is used up. Describing to the customer the stopping and starting of a car at the frequent traffic lights on city streets, he explains that every time the car waits behind a red light the battery is discharging—current is being taken out that is not replaced.

He invites the customer to take (Continued on page 102)

## Muffler Market Mop-Up

f You're not getting your share of the muffler business, you're missing one of the best things you can do. You don't need expensive tools and equipment. All you need are hands, eyes and ears to tap, look and listen."

Those are proven observations of Elmer Rohloff, station operator at Bradenton, Fla., who, since this past summer, has established himself as Bradenton's pipe and muffler specialist. Through a friend in the parts business, Rohloff was made to see an untapped market, horizons unlimited, in muffler installations, situated as his location is on Florida's tirehumming U. S. Route 41.

For instance, he had been doing about ten muffler installations a month prior to his decision to specialize. During the first month thereafter, he installed 29 mufflers and 39 pipes. The following month he put on 31 mufflers and 42 pipes, and the business has continued to grow by the month.

His job hasn't been easy, because he has good competition. One competitor is just across the street and there are three more stations within a two-block area. His six-pump, three-bay station isn't new, even though he is new to the area, having been a resident of the Florida resort town only two years.

Rohloff has built his business,



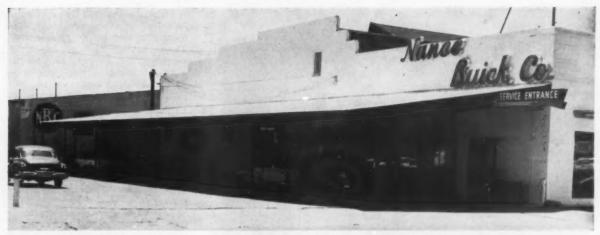


Since muffler and pipe installation has developed into Elmer Rohloff's best money-making specialty, each of his station men is well instructed in spotting faulty exhaust systems on cars stopping for service. Top: After speedily removing old equipment with a blowtorch, this mechanic makes a muffler installation in record time. Above: The cab of Rohloff's service truck bears a miniature muffler sign which brings in customers.

which he claims is 80% local, through good service and the alert merchandising of mufflers, pipes and tires

And, as his muffler business has grown, his over-all profits are expanding. Gallonage is up over 30%, while tune-ups, general repairs and lube jobs have increased 35%. As the photographer who took the accompanying photos said, "The (Continued on page 80)





This lean-to, with two lanes, has solved the shop traffic problem with incoming customers' cars.

## Solving Shop's "Growing Pains"

When Nance Buick Co. moved into its current building in El Paso, Texas, it was realized the shop—measuring 90' by 100'—was too small to take care of volume and have room for the service salesmen to book customer work.

"Too," said Weldon Birchfield, service manager, "the conventional method of writing tickets and handling the customers in the shop is a time waster."

Subsequently, Jimmy Nance and his general manager, George Beck, came up with an idea that saves each one of the 17 line mechanics an estimated two hours daily.

Previously the shop was writing, on an average, 57 shop tickets a day. This has been advanced to 73. While there are no more mechanics, there are now three service salesmen where formerly there were two.

You know how it is around the conventional shop that has its service salesman stationed inside at the entrance. No matter how long the shop, customers park just inside the door and others have to wait outside along the curb.

"Make them wait," said Birchfield, "and many drive off in a huff."

Along with this disadvantage, the line mechanics are held up to get finished jobs out of their stall and fresh ones in. Mechanics can't be rude to the customers blocking the passageway and talking with a service salesman.

To overcome this bottleneck,

By C. Thomas

Nance Buick has the service salesmen outside along a double driveway built for that purpose. Customers have no occasion to drive inside the shop. Fact is, they are not permitted to do so.

Along the side of the building is a structural steel lean-to projecting 36'. This was constructed so there would be no supporting posts. The steel-girded lean-to is

of the often-used suspension type.

Butted right up against the main building is a row of offices 40' long by 5' 6" wide. The first office is 12' long for the service salesmen. The next office, separated by a plywood partition and measuring 14' long, houses the cashier and the control man. The next office is also 14' long and this houses a clerk who handles factory claims and a portion of the shop's bookkeeping.

A customer drives into the

Canvas drops are used to keep out the cold in the winter. Note how the lean-to provides shelter for the offices and covers two lanes.





Note narrowness (5' 6") of these offices erected alongside and under lean-to. Service salesman (left) peers inside from cashier's window.

driveway. A service salesman signals him to drive to the far end. Thus, other cars behind can also be accommodated.

The repair order is written.

When can the customer expect his job to be ready for delivery? The salesman checks with the control man who can be contacted through an open window. After consulting his schedule board, a definite time is stated.

If there is any question, the control man contacts the particular mechanic via the inter-com. Sometimes a job is delayed for one reason or another. But if there will be any lengthy delay, the mechanic will already have notified the control room.

"If there is anything that gets a customer boiling is to promise him his car will be ready at a certain time, and make the customer wait," said Birchfield. "We have set up a system to prevent this happening."

While boys are available to move cars inside the shop, the mechanics prefer to do this themselves. It's the mechanics who take the completed car to the "ready let" and turn the job ticket into the cashier. They prefer to do this rather than have boys cluttering up the shop moving cars from stall to stall.

With this system, customers are booked in with less than three minutes' waiting, it was reported. If there's a lengthy discussion involved, the salesman pulls the customer's car off the drive. Thus, only the serviceman's time is involved. And, if this happens during the peak hours, Birchfield replaces the service salesman. Too, a line mechanic can fill in for a salesman.

Figures show that this system of handling service saves each line mechanic two hours' time a day. That's saving 25% of his time. However, the average income per mechanic has only been stepped up 20%. So, to be conservative, let's settle for a 20% pick up in efficiency.

Perhaps this extra five per cent will be picked up now that each mechanic has an inter-com hookup with the parts department and calls in his order to be notified when it is ready—the mechanic working on his job in the mean-

Admittedly, not every automotive service establishment would be able to adapt this idea to his place of business, perhaps for physical reasons relating to a building which does not lend itself to this kind of modification. However, there's no doubt that many shops have a serious traffic problem and need to revamp the flow of customers' cars in order to permit maximum output per mechanic on the line, as well as minimize delay in handling customers' needs.

Some companies have erected an entirely separate outdoor facility—with some kind of canopy or other type of protection against the elements—to handle the incoming cars. The main consideration always has been to determine if the expenditure would soon repay for itself by increased efficiency.

Previously this open doorway was the entrance to the shop, creating a jam for everyone, including mechanics. Now the mechanics lose no time as customers never drive in, but use lean-to lanes on outside.



# Garagemen Plan for Expansion

By BILL HERBERT Editor

DIRECTORS of the Independent Garage Owners of America, now with units or members-atlarge in 28 states, authorized further expansion at their mid-winter meeting at national headquarters in Tulsa, Okla., Jan. 25-26.

They voted to employ Byron W. Albright of Dallas, Texas, as a full-time field membership director to work as needed and requested by state associations. Albright was a kingpin in organizing the Independent Garagemen's Association of Texas some years ago. Until the board's action last month he had been on a commission arrangement with groups requesting his assistance, his latest activity having been in Kansas.

The directors' meeting was set off on an enthusiastic keel by a meeting the night before of Tulsa garagemen, at which Albright was the principal speaker. Approximately 125 attended and several signed up, although a number of units are already functioning in the state.

Ralph H. James of Tulsa, executive director of IGOA, reported at the initial board session:

"There is quite a difference in the meeting today and a year ago. We are on much firmer ground."

And he spoke in the directors' conference room at the modern and spacious multi - office national headquarters, occupied only a few weeks earlier.

Paul O. Wilson of Toledo, Ohio, IGOA president, called on members of the advisory council for comments.

James A. Wheatley, Jr., of Grey-Rock Division of Raybestos-Manhattan, Inc., Manheim, Pa., said, "I have simply marveled at the progress this association has made. I have had considerable experience in association work. I have never seen anything like the progress that has been made—and on such

a limited amount of funds."

Referring to current economic conditions, he deplored "the tendency when things are going bad to play up the bad things and play down the good things." People have the money, he said, "and I do think we are in a time when we should promote the idea that things are not all bad."

J. B. Bushyhead of Moog Industries, Inc., St. Louis, Mo., said, "As your organization improves, the emphasis should be shifted to service, granted that membership is still an important part." He urged the publication of a membership directory.

Mel Turner, Chicago garageman and a former president of National Automotive Maintenance Association, attending as a substitute for J. L. "Jack" Wiggins, executive vice-president of National Standard Parts Association, spoke briefly.

(Near the close of the last session of the directors' meeting, President Wilson expressed the opinion there should be no substitutions for advisory council members as they had been selected for their own knowledge and ability from which the IGOA could look for guidance and

President Wilson



#### IN THE BLACK!

The three-year-old IGOA is now in the black, Secretary-Treasurer W. C. "Josh" Wilder of Nashville, Tenn., reported to the directors at Tulsa.

Receipts totaled \$26,623.28. After disbursements for the past calendar year, a balance of \$1,164.06 was shown.

not chosen especially because of the concerns they represented.)

Clifford G. Storey of Perfect Circle Corp., Hagerstown, Ind., said, "We want to congratulate you on the excellent progress you have made in such a short time." He said that manufacturers "are very anxious to get a mailing list of your members to help you by mailing you technical material."

IGOA now has units or members-at-large in Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Illinois, Kentucky, Kansas, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, Nevada, New York, Ohio, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, Wiscon-

sin and Washington.

Howard Eves of Pasadena, Calif., immediate past president, announced that the plans for the 1958 annual convention, to be held at the Statler Hotel in Los Angeles, called for directors' meetings on Wednesday and Thursday, June 25-26, and the first general session to begin with a luncheon on Friday, June 27.

Eves, the convention chairman, reported that 50 tickets had been reserved for the Art Linkletter show and that otherwise a detailed ladies' and children's program was being shaped up.

Ralph James reported:

"The garagemen throughout the United States are ready for organizing, but we must have help."

He told of inquiries from garagemen as far away as Alaska. After some discussion the employment of Albright was authorized.

"We can put one man on and soon we can pay two," James asserted.

R. M. "Bob" Earley, Oklahoma state supervisor of the U. S. Department of Labor, Bureau of Apprenticeship and Training, suggested how to set up a national apprenticeship system of mechanics.

"You manufacturers can see that a part is made right, you garagemen can see that it is bought, but if your mechanics do not know how to install it properly, that part is no good," Earley said. Later the directors authorized steps to assist

in this program.

Jimmie Mitchell, garageman of Birmingham, Ala., told of a program of certifying mechanics under a code in Alabama. Walter Boyett of Montgomery, Ala., declared that "down South we are trying to get these backyard mechanics off these automobiles." He said the code was designed to protect the motorist, the jobber and the reputable garage operator.

Ray Campbell of Denver, Colo., IGOA vice-president, said his state would be interested in a law requiring the registering of mechan-

ics.

Frank Hornyak of Struthers, Ohio, president of the IGO of Ohio, assailed "mechanic on duty" signs displayed at service stations as too often referring to an unskilled repairman on the premises.

W. R. Thompson, president of the garagemen's unit at Miami, Fla., urged greater support of allied (manufacturer) members' prod-

ucts.

A proposal that IGOA endorse a tie-in advertising proposal to appear in *Popular Science Monthly* was rejected by the directors.

James reported no conclusions were reached at a closed meeting of directors at the end of the first day's deliberations. This was the first closed meeting in the group's history.

Secretary-Treasurer Wilder, on the subject of the need for more mechanics, declared, "We have got

Byron W. Albright of Dallas, Texas, was employed as a full-time field membership director for IGOA. He has been assisting state units in membership campaigns and was a prime organizer several years ago of the Independent Garagemen's Association of Texas, which he and IGOA officers hope will vote at its Waco meeting in April to affiliate with IGOA.



#### Attendees at Directors' Meeting

NAME	ADDRESS	CITY
John W. Baker	.125 Clay Street	Kingsport, Tenn.
	.Rt. #1	
E. W. Hudson	. 1937 McCormick	Wichita, Kan.
	.3203 Maple	
	. 1720 Gus Thomasson Rd.	
Mel Turner	.8 South Michigan	Chicago, III,
	.3203 Rossville Blvd.	
Robert M. Earley	.623 Petroleum Bldg	Tulsa, Okla.
Lloyd A. Schantz	.209 East Jarman Drive	Midwest City, Okla.
	.329 S. E. 58th	
Jimmie Mitchell	803 North 22nd Street	Birmingham, Ala.
	.1146 South Decatur Street	
John R. Breneman	. Willow Street, P. O. Box 96	Lancaster, Pa.
	. 1507 East Broadway N	
	.170 Smith Avenue	
	.5049 Thomas Avenue So	
	.3970 Delor	
	.924 South Galveston	
	.1101 Bridge Blvd	
	Grey-Rock Div	
	.1000 E. 11th Ave	
	.614 Phillips Avenue	
	.361/2 North Lewis	
	.1475 South Avenue	
	.84 State Street	
	.559 Flat Shoals Avenue, S. E	
	.2300 N. W. 2nd Ave	
C. G. Storey	Perfect Circle Corp	Hagerstown, Ind.
Bill Herbert	Southern Automotive Journal	Atlanta, Ga.
Edward G. Wunderlich	.2420 North 16th Street	Milwaukee, Wis.
Art Kittell	. 107 East 5th Street	Pittsburg, Kan.
Bert Cook	.1215 Patterson	Dallas, Texas
Pierce R. Butler	27919 Gratoit Avenue	Roseville, Mich.
Howard Eves	. 1869 East Walnut Street	Pasadena, Calif.
W. C. Wilder	1722 Rosewood Avenue	Nashville, Tenn.
Frank P. Tighe	Motor Age	Philadelphia, Pa.
Edward Ford	Motor	New York, N. Y.
J. B. Bushyhead	Moog Industries, Inc	St. Louis, Mo.
Iom Gaffney	524 North Denver	Tulsa, Okla.
	1228 South 77th E. Ave	Tulsa, Okla.

to stop paying mechanics servicestation wages" and added, "We have got to demand the respect of the public.

"Let's have a \$200-a-week mechanic and if you have him the motoring public will be happy to pay for the high standards you are going to have to maintain," he said.

"If you set up schools all over the world and don't pay the mechanics, you have not solved the problem."

James agreed and commented: "The first place is in the shop

and in management."

James reported that some details on IGOA had been supplied the Independent Garagemen's Association of Texas.

Albright said that the question of affiliation, originally scheduled last year but postponed, was now set for consideration at the IGA of Texas meeting planned for Waco in April

James said that officers of the IGA of Texas had been invited to attend the Tulsa board meeting, but none was on hand.

Wilder, who opened each meeting with prayer, declared, "Thank God we have the jobbers and allied manufacturers" supporting the garagemen and moved that IGOA go on record as reiterating its recognition of the importance and value of such support.

Hornyak urged that IGOA endorse some movement for more compulsory state inspection laws.

In his closing remarks President Wilson called for closer coordination between the officers, directors and executive director.

Persons interested in contacting the IGOA headquarters may address it at 361/2 North Lewis, Tulsa 10, Okla.



Veteran Garageman C. W. Cruce has learned how to seal-up, slick-up and sell these rebuilts.

# Plucking Perennial Profits from Rebuilding Transmissions

One nice profit field for the independent garage lies in the sale—on an exchange basis—of rebuilt automatic transmissions.

That, at least, is the experience of C. W. Cruce, owner and operator of the Cruce Motor Co., in Tulsa, Okla. In his shop it is the policy to have on hand for ready installation five or six rebuilt transmissions, including Hydra-Matic, Powerglide and Dynaflow.

In each such exchange there is a profit of \$75, according to Cruce, who emphasizes that figure as profit, not margin. But such a profit is not possible, he warns, unless the garageman can start with salvage transmissions that cost him no more than about \$10 each. Profit dwindles in proportion when higher prices are paid for salvage transmissions.

"It is my estimate that in the past three years we have over-hauled an average of ten automatic transmissions a month in this shop," said Cruce.

"Some of these overhauls—in fact, a majority of them—are on transmissions of customers who leave their cars during the period of overhaul. We much prefer to do a transmission overhaul in that

By Baron Creager Southwestern Editor

manner. That is, the car is out of service while we do the overhaul.

"Exchange sales come into the picture in the case of owners who are in a hurry. Being on a principal highway through Tulsa, many exchange sales have been made to tourists, salesmen and others who could not spare the time required to take the car out of service. That is why we constantly maintain a stock of automatic transmissions ready to go."

Cruce and his mechanics got their training in automatic transmission overhaul early-three or more years ago-before the Automotive Wholesalers of Oklahoma launched highly successful schools throughout the state in this subject. Cruce and other members of the Tulsa organization of garagemen benefitted from transmission courses sponsored by the association. It was then known as the Independent Automotive Repairmen's Association of Tulsa and has since become a unit in the Independent Garage Owners of Amer"We do our transmission overhaul during slack times in the shop," Cruce explained, "and the project has proved to be a good paying proposition.

"I don't believe I can be too emphatic about the importance of doing a good job, if the garageman expects to be successful and make a profit.

"To begin with, it is absolutely essential that he find a dependable source of salvage transmissions at a low price. If he pays a high price for salvage transmissions, he might as well stay out of this field.

"It is just as important, if not more so, to do an expert job of reworking the transmission. They can't be just patched up. They must have new parts, they must be practically perfect. I guess we've done a pretty good job here. In three years we have had to pull only two automatic transmissions we overhauled because of trouble.

"If we have overhauled ten a month for the past three years—and I think that is a pretty accurate estimate—that is a lot of transmissions. Two with trouble out of some 360 shows the kind of work we do, and the kind of work

(Continued on page 92)



## SOUTHERN JOBBERS and FACTORY MEN

## The Shrinking Market

By Baron Creager Southwestern Editor

BY THE time this takes form on printed page, Westbrook Supply Co. of Texarkana, Texas-Arkansas, will not be selling to both jobbers and dealers with the same sales force.

This firm will have branched off into two fields in an experiment that H. C. "Ches" Westbrook, owner and operator since July 1, 1944, hopes will solve the vexatious problem of the wholesaler's shrinking market.

Westbrook Supply will continue to call on and serve dealers and dealers only.

A new concern—Texarkana Distributing Co., Inc., with R. E. Westbrook as vice-president and general manager — will sell and service small jobbers and jobbers only. R. E. Westbrook, being the son of H. C., grew up in the business that was previously Westbrook-Reynolds and, later, Westbrook Supply.

Son R. E. will have launched the new operation with two assistants at the outset. One of the three will sell oil and grease, a franchise which has been transferred from Westbrook Supply to Texarkana Distributing Co. One will handle parts, from a warehouse stock of 40 top lines of merchandise. The third will be inside man. If and as the new experiment succeeds and grows, necessary help will be added. But, in the words of "Ches" Westbrook:

"They must get the jobber-business or they won't eat. That is understood. Therefore, they will all be thinking at the jobber level. That is all they have to think about, so I hope and believe they will get the job done.

"Meanwhile, we expect to build up Westbrook Supply and make it a key dealer organization. We, here at Westbrook Supply, will be concentrating on dealers only.

"This step was taken of necessity. This business of automotive wholesaling and redistribution has changed a lot and will change more. We think it is coming, or has come, to a point where fields of specialization must be created if a man expects to continue to get the business."

From his desk drawer Westbrook produced a treasured memento of baptism into automotive wholesaling. It was and is a catalog printed for the years of 1923-24 for Turner Auto Supply of Texarkana. Profusely illustrated, it contains a total of 215 thin, slick pages and is approximately one-half-inch thick. It would almost slip into a side coat pocket and it was still up to date when Westbrook started work for Turner Auto Supply in 1928.

A glance into its pages takes one back to the days when bumpers were not factory equipment. But Westbrook finds other, far more jarring evidence of the changes in this business.

"Look back just ten years," he invited, "and see how the picture has changed.

"I can name you small towns we called in then where there were no jobbers at all. Where there was



"Ches" Westbrook believes he has found the answer to one of the many knotty distribution problems confronting jobbers today. He's a former president of the Automotive Wholesalers of Texas.

one then, now there are two, three and four. Altogether I think I am entirely safe in saying that in the past ten years the jobber population has increased ten times. And, as the numbers of jobbers increased through the years, the amount of our business decreased.

"Why? Because we called on and sold the jobber in the small town, then we went down the street to his customer, the dealer, and sold the dealer at the same price the local jobber quoted. By doing this, we set ourselves up as a competitor of the small-town jobber. Furthermore, each jobber has taken a share of the dealer business at the dealer level.

"So there is the picture of the shrinking market in this territory. Perhaps it is much the same everywhere, I don't know. But the fact remains that you can't actually get close to a jobber and his business if you operate as his competitor.

"We aren't kidding ourselves. We don't get and don't expect to get the new-car dealer or service station business we used to get, On top of this we faced the fact that business from small-town jobbers and dealers was less and less.

"Therefore, we came to two obvious conclusions:

"1.-Either sell the smaller job-

bers, or cut size of operation.

"2.—Jobbers can't be serviced adequately while thinking of both jobbers and dealers."

Westbrook said he also arrived at the conclusion that the factories could not adequately service smaller jobbers without four times present sales forces, and that factories are not about to take that step. Hence, he decided his only choice was the field of specialization.

"I think it will work," he ventured, "because we are now set up for service.

"Remember that the Texarkana Distributing Co., Inc., will deal only with jobbers. This firm offers a warehouse source stocking 40 top lines of merchandise to start with. This firm offers immediate replacement, quick turnover and fast service so that the jobber need not carry heavy stocks. With one source of supply, this firm makes it possible for the jobber to take advantage of minimum freight

"Texarkana Distributing Co. will know nothing about the dealer business, will not have time to even think about dealer business. Westbrook Supply will know nothing about jobber business, will concentrate on dealer business.

"There are internal advantages for both of these firms, too. The arrangement will help to balance our inventories in both organizations. Also, catalogs have been confusing and mishandled and this specialized two-way operation will help simplify the catalog problem."

S. R. Zimmerman, Jr., has been appointed general manager of the U. S. Asbestos - Grey Rock Division of Raybestos-Manhattan, Inc., at Manheim, Pa., according to President John F. D. Rohrbach. Zimmerman, who has been with the division for the past 25 years, is also a vice-president and director of the parent company.



Westbrook had previously gone to specialization in the industrial field with divorce of the industrial branch of the business from Westbrook Supply.

Setting up a separate operation for sales and service to jobbers was not quite that simple. Tax and other laws slowed and complicated progress in this direction and even dictated some steps. He found, for example, that to create Texarkana Distributing Co. for jobber specialization, and to achieve the desired corporate basis, he must first own another firm and change its name. This was accomplished by acquisition of the Texarkana Battery and Service Co., which was changed to Texarkana Distributing Co., Inc. There were some small complications in the fact that, although Westbrook interests are in Westbrook Texarkana proper. Supply is in Arkansas, Texarkana Battery and Service Co. was in Texas. Westbrook maintains his residence on the Texas side,

"We're just trying to keep in step with times," Westbrook said.

"Although changes have been gradual, when viewed from one angle they add up to radical changes. Nor have we seen the last of the changes that affect this business."

## Conventions to Receive Reorganization Plan

THE following news release came Jan. 20 from the NSPA-MEWA joint association reorganization committee:

"The committee met at Chicago Jan. 10, 1958, and reports further progress and a broad area of agreement. The plans as proposed and developed are to be announced by Mr. Edward Gammie, president of NSPA, and Mr. Jay Davis, president of MEWA, at a joint convention meeting to be held at Los Angeles on the afternoon of Feb. 19 at a time and place to be announced to the membership of both associations prior to the scheduled annual conventions of those associations.

"The committee members present at the meeting were President Edward Gammie of NSPA, John Reynolds, senior vice-president, NSPA, Don Teetor, past president of NSPA, Henry Trauscht, past director of NSPA, Jay Davis, president of MEWA, A. J. Thompson, vice-president of MEWA, Virgil Smith, past president of MEWA, and John F. Creamer, past president of MEWA.



R. P. Hall (top), former branch manager of The Timken Roller Bearing Co.'s Atlanta, Ga., branch office, has been appointed assistant manager of bearing sales of the company's service-sales division. H. C. Renner (bottom), former company salesman in Tampa, Fla., succeeds Hall in Atlanta.

#### OCY Discontinues Business Jan. 1

Ozburn, Crow & Yantis Co., engaged since 1932 in the wholesale redistribution of automotive parts, supplies and equipment in Tennessee, Arkansas, Alabama, Kentucky, Louisiana, Mississippi, Missouri, Oklahoma and Texas, discontinued business Jan. 1.

Three new warehouse corporations—Parts, Inc., Memphis; Parts Warehouse, Inc., Little Rock, and Motive Parts Warehouse, Inc., Fort Smith—have been opened and will engage solely in the warehouse distribution business, operating a warehouse in the cities mentioned, selling only to jobbers, officials announced. These warehouses will serve all jobbers in this territory, they said.

Ozburn-Abston & Co., Memphis; The Automotive, Inc., Fort Smith, Ark., and Crow-Burlingame, Little Rock, will continue serving those areas as wholesalers in the automotive replacement field.

(More Jobber News on page 140)



## **Genuine Primes for Tomorrow**





The building above, containing 165,000 square feet of space on two levels, represents a long advancement from Leap Year Day 30 years ago this month when Genuine Parts Co. was founded by Carlyle Fraser, today the chairman of the board of an operation embracing II warehouses over the United States and whose sales volume last year has been estimated at \$49,000,000.

These views show the new Atlanta home of Genuine Parts and the Atlanta warehouse.

At left you can appreciate what is meant when officials say the ware-house maintains a standing inventory of four trailer loads of tailpipes. Two trailer loads are received weekly.

Other picture at left shows a typical warehouse department where business machines speed up the vast amount of detailed records.

Cost of the new plant has been estimated at \$1,000,000.

Company officials emphasized that speed in serving the customers—the jobbers who order from the warehouse and service outlets who order from the Atlanta store and its local branches—was kept in mind in designing the new facilities. How orders are handled with dispatch is shown pictorially on the opposite page.

Wilton Looney is president of Genuine; Jack C. Fraser, son of the founder, is vice-president and general manager of Genuine's Atlanta operation and L. H. Mauldin is secretary-

treasurer.

### Too Streamlined for Dust to Accumulate Here

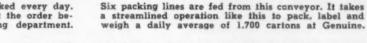


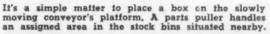
Watch how the mass handling of inventory, involving thousands of items daily, is handled. This is the receiving department. Note the efficient overhead parts conveyor.

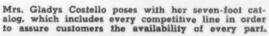
Girls pull the less weighty items for an order. Conveyor, here overhead, dips down at convenient locations to receive items.



Over 1.700 of these packages are packed every day. Here each package is checked against the order before being transported on to packing department.











SOUTHERN AUTOMOTIVE JOURNAL for FEBRUARY 1958



### SERVICE and MAINTENANCE

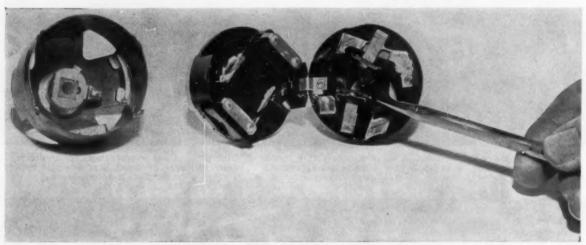


Fig. 1-Light switch with built-in circuit breaker.

## Revitalizing the Lights

The law requires that the lighting system on all vehicles be kept in good operating condition at all times. To do this certain tests and adjustments must be made periodically.

The first requirement for efficient lights is the correct voltage. Testing voltage in the 12-volt

system

Voltage must be measured with the lights burning. To do this, remove the headlamp door and with the sealed beam unit partially removed from its mounting seat, attach leads of a low-reading voltmeter to the prongs of the sealed beam unit while it is inserted in the connector socket.

The top prong supplies current for the traffic beam. One of the side prongs supplies current for the country beam and the other is the ground connection.

With the engine stopped and the lamps "on" for five minutes, voltage at the headlamps with the country beam filament burning should not be less than 11.25. With the lamps "on" and the engine warmed up and running at an approximate car speed of 20 miles per hour, voltage at the headlamps

> By E. M. Lowery Technical Editor



should not be less than 12.3 volts, nor more than 13.5 volts with the battery and generator at room temperature (70°). If voltage is low at either headlamp socket, with only standard equipment in the circuit, proceed as follows:

Test the voltage output of the battery, which should be 12 to 12.5 volts. Clean and tighten battery terminals and ground cable. Check wires and connections to all lamps, also the main headlamp switch and the dimmer switch for high resistance. When a voltmeter is placed at the ground and input side of a switch (with the lamps burning), the difference in readings will represent the voltage drop in the switch. A switch showing a voltage drop of more than one-tenth volt should be replaced.

This test may be made by taking a reading at each end of the wire. A wire showing a voltage drop of more than one-tenth volt should be replaced. If any wire in the lighting circuit has been replaced

with other than standard equipment wire, it may lack conductivity and cause a voltage drop. Be sure to check the wires from the starter and generator regulator to the ammeter. These wires carry the full load of all branching cir-

Circuit breaker (Figs. 1 and 2): A circuit breaker consists of a bi-metallic blade and set of contact points connected in series with a circuit. When excess current passes through the circuit, the bimetallic blade heats up and separates the contact points, opening the circuit. Then, until the short circuit is eliminated, the points will open and close repeatedly.

Individual circuit breakers are rated (rating appears on each unit) and should be tested at room temperature, because the current required to open the contact points is affected by the outside temper-

Under a normal current load the contact points will remain closed indefinitely. Under a double rated current load the contact points will open within 60 seconds and will remain open for about ten seconds and then close.

Do not attempt to readjust the points. If the circuit breaker does not function properly, replace with

a new one.

Circuit breakers built into switches are essentially the same construction as individual circuit breakers. The switch is serviced as an assembly. No attempt should be made to disassemble the switch for repair.

### March: Ring and Pinion Gears

Everyone has been plagued with ring and pinion gears in the last few years. Ed Lowery won't give you all the answers but next month he will touch on some important servicing points.

Testing lighting circuit:

It is good practice to make periodic inspections of the wiring in the lighting circuit. Inspect for loose or corroded connections and for chafed or frayed insulation. Inspect the switches, bulb sockets and lamp shells for looseness and corrosion. Clean and tighten where necessary to prevent loss of efficiency due to poor or dirty connections.

A test lamp can be used to test the headlamp switch. Disconnect the wire or wires from the switch terminal that feeds the circuit or circuits. Connect a test lamp to the post on the switch where the circuit wire or wires were connected and ground the test lamp.

If the lamp lights with the switch on, the switch is functioning properly. Therefore, the circuit or circuits should be checked for opens or grounds. If the test lamp does not light, the switch is at fault and the switch should be replaced.

Testing taillamps, license lamp, panel lamp switch, dimmer switch, parking lamps and light circuit:

First, make certain that there are no shorts or open circuits in the connections to the headlamp

switch. Wires lead off the headlamp switch and feed current through the circuits. The panel lamp switch connects to the instrument lamps and regulates the brightness by means of a built-in rheostat.

Tracing the source of trouble is accomplished by checking each circuit individually. Remove one wire at a time, making certain that others are connected. When the faulty circuit is located, check that particular circuit for shorts or opens in the wire or for poor connections at the other end. Use a jumper wire with a test lamp to determine if switches are at fault.

Wires must be carefully inspected for fraved or worn insulation which may cause a momentary grounding and result in flickering lights due to vibration when driv-

ing over rough roads.

Inspect the connections and sockets at the taillamp, panel lamps, license lamps and parking lamps for poor ground, dirt, corrosion or loose wiring.

Testing dome light and glove

box lamp:

Remove lens and inspect bulb and socket. Remove all wire from

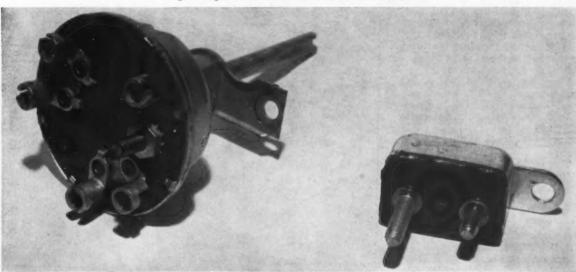


Fig. 2-Light switch and external circuit breaker.

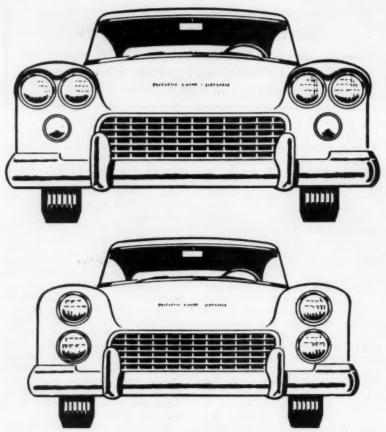


Fig. 3—Two types of dual-headlamp arrangements. (Drawings courtesy of General Electric Co.)

"A" terminal of headlamp switch. Connect test lamp from "A" terminal to ground. If lamp lights, circuit breaker is functioning properly.

Connect dome lamp lead to "A" terminal and connect test lamp to the end of the wire at the dome lamp and ground the test lamp.

Check both the "A" and 'B" post switches with the test lamp. The glove box lamp circuit can also be checked in the same manner.

Aiming the headlamps:

Many 1957 and '58 models are equipped with dual headlamps. The lamps may be placed in a horizontal or vertical arrangement (Fig. 3).

Aiming the horizontally arranged type:

The outboard lights have individual filaments for low and high beam. The inboard lights have one filament, each for high beams only.

When the lights are operated on high beam, the lower filament of the outboard lamp supplies "fill-in" light. The lamps are 534" in diameter, compared with 7" previously used.

Before adjustments are attempted the following preparations are to be made:

1.—Park car on level floor with tires correctly inflated.

2.—If gas tank is not full, place weight in trunk to simulate. A full tank of gas weighs approximately 100 pounds.

3.—Rock car sideways to allow spring shackles, etc., to assume normal position.

4.—Have someone occupy the driver's seat to simulate normal driving conditions, and remove headlamp doors.

5.—Place a screen 25' in front of car with all wheels at right angles to screen. Draw a horizontal line on the screen at the same level as the actual centerline of the headlights. Draw vertical lines on the screen to represent the vertical centerline of the inner and outer headlights. A center vertical line should be equal distance from the outer lines which represent the vertical center of the headlights.

Inboard light adjustment:
With lights on high beam, cover
the outboard lights so that they
do not show on screen. Adjust the
vertical adjusting screws on the inboard light so the beam's horizontal aiming line is centered two
inches below the horizontal centerline on the screen.

Adjustment of the horizontal adjusting screws is then made until the beam of light is equally divided

"You'll have to take things easy and avoid all exertion. Get a car with power transmission, brakes, seating, windows, pushbutton radio, self-winding clock and pop-out lighter."



VERTICAL CENTER LINE OF VERTICAL CENTER LINE OF LEFT INNER LAMP UNIT

CAR CENTERLINE

HORIZONTAL CENTER LINE OF LAMP UNITS

AIMING LINE

2 INCHES

25 FEET

UNIT NO. 1

Fig. 4-Adjusting single-filament headlight.

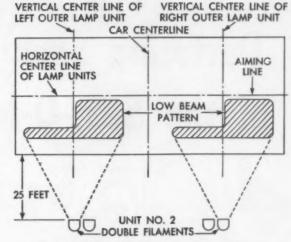


Fig. 5-Adjusting double-filament headlight.

by the inner vertical centerline on the screen (Fig. 4).

Outboard light adjustment:

Switch the lamps to the low beam. Adjust the vertical adjustment screw on the outboard lamp until the beam's top edge aims at the horizontal centerline on the screen (Fig. 5). Adjustment of the horizontal adjusting screws is then made until the left edge of the beam touches the vertical centerline on screen.

Diagnosis procedures:

Dim headlights (engine idling or shut off):

1.—Battery: Test for a weak or discharged battery, loose or defective cables, or for corroded battery terminals.

2.—Wiring and switches: Test wiring and switches in lighting circuit for voltage drop.

Dim headlights (engine running above idle with battery fully charged):

1.—Wiring and switches: Test wiring and switches in lighting circuit for voltage drop.

2.—Generator: Test for low output or high resistance in generator brushes.

One light fails:

1.—Bulb or sealed beam unit: Inspect for corrosion at socket terminals, loose connections at sockets, or for a defective bulb.

Connections: Inspect all connections for looseness.

3.—Wiring: Inspect for a broken wire with a test light from terminal block to socket or for an improperly grounded bulb socket housing with jumper from housing to ground.

4.—Switches:

(a) Dome light switch: Check

each of the two dome light switches with jumper wire, by jumping directly from the dome light wire to ground.

(b) Stop light switch: Test by using a jumper wire across the leads of the stop light switch.

All lights fail:

1.—Battery: Test battery. Inspect for loose or defective cables and for corroded battery terminals.

2.—Wiring: Inspect for poor grounds, or for a short circuit in the lighting circuit.

3.—Switches: Install a new headlight switch if stop light operated and all other lights fail.

4.—Circuit breaker: If battery and wiring are in good condition, but lights will not operate or only part of the lighting circuit does not operate, it may be due to a faulty circuit breaker in the head-lamp switch. Use a test lamp to check circuit breaker.

#### Chevrolet's Air Ride Features Shut-Off

CHEVROLET'S new Level Air suspension incorporates a convenient shut-off valve to maintain proper pressure even when the engine is not operating.

The valve provides a simple mechanism to prevent loss of air pressure in the system during servicing work, particularly when one or more wheels fall free, as in the case of a contact hoist or bumper jack.

Tips on the system in the Chevrolet Owners Manual include use of the shut-off valve in towing, a check on the level of fluid in the alcohol bottle at the outset of cold weather to avoid icing in the system, drainage of the accumulator tank every 5,000 miles and gasoline cleaning of the air cleaner every 1,000 miles.

#### Watch Hoist Damage To '58 Chevrolet

CHEVROLET Division has issued the following caution regarding air-ride-equipped Chevrolets:

When raising an air-rideequipped car on a twin-post hoist, be sure that car is centered over rear hoist to prevent possible damage to air ride lines entering the left-hand reservoir. This is especially critical if the air has been exhausted from the system.

### Chevrolet Cautions On Undercoating

CHEVROLET Division has issued the following service bulletin in regard to undercoating Chevrolets equipped with its air suspension:

Undercoating material must not be allowed to contact the air reservoir bellows or lower control arm pistons. This material can cause chafing of the bellows and eventual failure. Air !ine fittings, junction block and hoses should also be protected to prevent contact during application of undercoating.

### High Pay

Have you tried picking up seven bucks by contributing some of your own original ideas to the Time Saver department (page 134)?

# Doctoring Some Ills of the Seat-O-Matic

By Lynn F. Snoddy

For those who missed the article in the July issue it should be pointed out that the adjustable seat which Mercury calls the "Seat-O-Matic" is more than just another power-operated seat.

Among the things which distinguish it are: it can be controlled through five vertical and seven horizontal positions just by turning an inner and an outer dial on the dash and when the ignition is turned to "off" it moves to the extreme rear to allow easy exit and entrance, returning to a previously adjusted position when the ignition is again turned to "on."

The first article described in some detail the operation of the seat and listed some of the troubles likely to occur, together with their remedies. Since that time it has been found necessary to make some modifications in the control wiring and, as was to be expected, some instances of trouble have occurred that were not covered in the first article.

Since space here is limited, no attempt will be made to cover the elements of operation discussed in the former article.

In the early production units,

vertical seat adjustment was possible with the ignition turned to "off." On later units the wiring was changed to permit vertical adjustment only when the ignition is in the "on" position.

Reworking the older jobs to bring the wiring up-to-date can be done in the following manner:

Remove the two green wires from the 10-amp. circuit breaker as shown in Fig. 1 (circuit breaker is under left side of seat). One of these wires carries current to the vertical control switch; the other supplies current to the "easy entrance relay" shown in Fig. 3. It is the last-mentioned wire which must be reconnected to the circuit breaker. To identify it touch each of the wires in turn to the circuit breaker (with ignition switch "on"). The wire which causes the seat to move when horizontal control is operated is the one to reconnect to the circuit breaker.

Leaving the remaining wire removed from the circuit breaker, solder a length of approximately 32" of the same size wire to it and thread the other end through the grommet in the dash to the "easy entrance relay," located on the left front fender apron. Attach this wire to the same terminal on the relay to which the blue wire is connected. Such a hook-up will allow vertical movement of the seat only when the ignition is turned to "on."

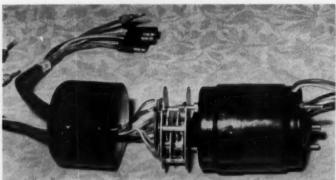
A few owners dislike the "creepy feeling" caused by the seat moving backward when the ignition is turned off and moving forward when it is again turned on. It is an easy matter to eliminate such automatic movement by disconnecting the red wire from the relay as shown in Fig. 1. It is not necessary to cut off the wire; it can be taped and left for some future time when the easy entrance feature might be wanted.

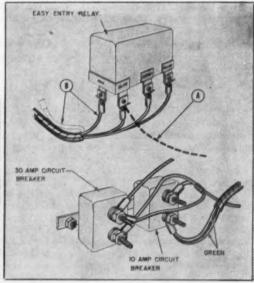
A trouble which has developed since the first article is that of the seat remaining in the rear position when the ignition is turned to "on." This is usually caused by a defective easy entrance relay. The contacts seem to stick and cause current to continue to flow to the No. 7 terminal of the horizontal motor wafer switch. Such a possibility can be readily seen by examination of the wiring diagram in Fig. 3. The remedy is replacement of the relay.

Serious trouble can occur if the motor is not synchronized with the seat position. Actually it is not the motor which fails to be synchronized. The motor could couple up anywhere except for the fact that

Right: Fig. 1.

Below: Fig. 2—Seat motor and wafer switch with cover removed from latter to show switch and gearing.





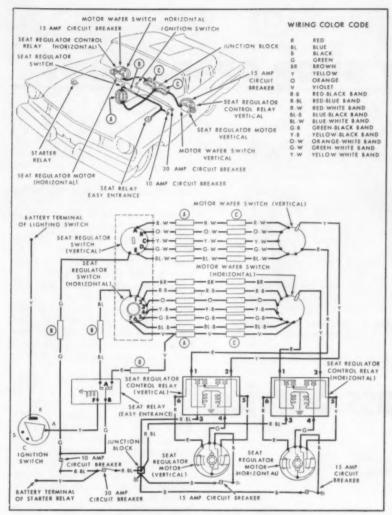


Fig. 3-Wiring diagram for Mercury's Seat-O-Matic.

it drives the wafer switch, that little gear-driven device that forms the contacts from one seat position to the next. The motor and wafer switch are shown in Fig. 2 and the wiring connections in Fig. 3.

Lack of synchronization can occur in either the vertical or the horizontal movement of the seat but for brevity, only the latter will

be considered here.

It should be obvious that if the seat is in, for instance, No. 5 position, the dial switch should also be at that point and, what is more important, the motor should have turned the wafer switch until it also is in that position. It is when the motor is disconnected from the worm gear which moves the seat and is replaced without regard to the position of the seat that lack of synchronization will occur. Then the seat will move through some

of the positions but not others.

Usually it moves as far as it can go and, the wafer switch failing to break contact, the motor continues to try to run, the motor circuit breaker begins to function, opening and closing, causing lights to flicker. If the circuit breaker is defective or is jumped, the motor can quickly burn out.

The remedy, of course, is to synchronize seat position with motor position, but how?

The first step is to disconnect motor from the worm gear it drives. This can readily be done with a 36 opening wrench. It is then possible to attach a small electric drill to the worm gear shaft and run the seat back to the extreme rear or No. 7 position, taking care not to force it beyond the limit of the worm travel.

The motor can then be operated

by means of the dial switch until it also is in No. 7 position. Of course that is the position it should stop in when ignition is turned to "off," but it is best to make sure that it also asumes that position when ignition is turned to "on" and motor operated from the dial switch

Another way to get synchronization is by guessing the position of the seat, then running the motor while free to that position, temporarily connecting it to the worm gear and trying the seat through all positions. If this method misses by one position, it is easy to disconnect the motor, run it up or back and try again.

Since Mercury built a lot of cars with "Seat-O-Matics" in 1957 and will continue it as optional equipment in 1958, that should mean a lot of service work that can

be made very profitable.

### 1958 Ramblers to Carry Self-Adjusting Brakes

Self-adjusting brakes are being offered on all 1958 Rambler Rebel V-8 and Ambassador V-8 models at a cost of \$7.45, American Motors Corp. has announced.

With the feature, uniform braking action is assured for the life of the brake lining without the need and expense of periodic manual adjustments, according to Roy Abernethy, vice-president of automotive distribution and marketing.

The new mechanical feature adjusts all shoes automatically whenever clearance adjustment is required. The adjusting ratchet screw is automatically engaged when the driver reverses the car and applies the brakes.

### **GE Lamp Division Sees** \$15 Million Growth

FIVE per cent increase in sales and the expenditure of \$15 million for plant modernization and equipment-more than in any single year in its history—has been forecast for General Electric's Lamp Division this year by Vice-President and General Manager Donald L. Millham.

The division is anticipating a business rise early in the second quarter, Millham said. This is about three months ahead of predictions for business in general, he

Among projects to be undertaken in the expansion program will be completion of the sealed-beam glass factory at Somerset, Ky.



# **BODY SHOP OPERATIONS**

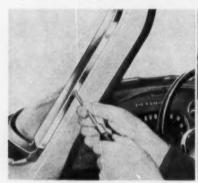


Fig. 1—Removing side molding attaching screws at "A" post.



Fig. 2—Unlocking the windshield weatherstrip.

# Plymouth Glass Service

By E. M. Lowery Technical Editor

LIKE many items on today's cars, glass service calls for "specialists."

Many repair and body shops farm out their glass work. However, there are many towns where this special service is not available, so it must be handled in each individual shop. In either case, extreme care must be used in order to prevent breakage.

Let's look at windshield glass service on the '57 and '58 Plymouths:

Removal:

Cover the instrument panel and cowl to prevent damage to the finish before the windshield glass is removed. Remove windshield wiper arms. When weatherstrip is to be removed, it will be necessary to remove garnish moldings.

Removal of windshield mold-

Remove the side molding attaching screws located on the "A" post, as shown in Fig. 1. Remove joint cover at each upper end by prying the top edge of the cap upward until it releases from the molding.

Remove the attaching screws located under the joint cover. After the screws have been removed, remove the side moldings.

The upper molding is retained at the center by a spring-type clip. Remove the molding by pulling the molding forward at the center section.

The lower moldings are retained at the outer ends at the "A" post by two screws. The outer moldings are also retained by four attaching nuts located under the instrument panel. The center section is retained by three nuts located inside the cowl vent opening. To remove the screen, pry up on either end, using care to prevent damage to the paint.

Insert a wedge-shaped piece of hardwood or fiber in locking seam in weatherstrip and twist slightly to unlock, as shown in Fig. 2. Then slide tool up and around to completely open the locking lip.

Releasing the locking lip will allow the windshield glass to be removed without disturbing the weatherstrip. Removal of the windshield glass will require two men—one inside the car to push out on the glass and one outside to hold the glass.

Starting at the lower corner, either side, push the glass out of the weatherstrip. Work across the bottom and up the sides until the glass can be lifted from the weatherstrip. Use of gloves will protect hands against possible sharp edges.

Checking windshield opening:
If a glass has cracked for no apparent reason, it is always best to check the windshield opening before installing a new glass. A high or wavy fence can cause uneven pressure on the glass. Check for burrs or visible high spots and remove them with a grinder.

Check the windshield opening for proper alignment. This can be done by using six short pieces of weatherstrip three inches long on the fence, as shown in Fig. 3. Install the glass in the six pieces of weatherstrip. Center the glass so it has equal clearance at both ends, then lock the weatherstrip sections on the glass.

It may be necessary to shim the lower center section with wooden shims because the weight of the

# March: Acrylic Lacquers

The acrylics are getting more attention from paint factories today. Some tips on this expanding field and things to watch for will be covered for you here next month by Ed Lowery.

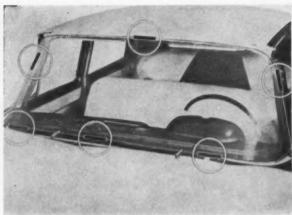


Fig. 3-Checking windshield glass opening.

Fig. 4-Positioning windshield glass in weatherstrip.

glass may give too much clearance at the top edge. When the glass is centered properly in the opening, there should be 5/16" to 7/16" clearance between the edge of the glass and outer edge of the fence. The inner surface of the glass should be within 1/8" of the fence. Any variation from these clearances should be corrected by grinding the fence, or straightening.

Installation of weatherstrip:

Replacing the weatherstrip on the body fence will be greatly aided if a mild solution of soap is used for lubricant. Apply to fence groove, using a small brush. Use a mild soap for the solution as some strong soaps may cause streaks in the paint finish.

Place a bead of sealer in the groove of the weatherstrip around its entire length. Install the weatherstrip on the fence with a firm pressure to seat it in place, but do not stretch it during installation.

Installation:

Insert the top of the glass into weatherstrip channel while holding the bottom of the glass against the weatherstrip. Do not attempt to push the glass into the corners at this time. See Fig. 4.

Note: Make certain that the glass is properly centered in the opening.

Insert a wedge-shaped piece of hardwood or fiber approximately 1/2" wide between the front lip of the weatherstrip and glass. Start at either upper corner and work to the center. Work the glass into the weatherstrip groove.

Do not attempt to push the glass in too far at this time. After glass has completely engaged groove in weatherstrip, make sure it is properly seated by tapping glass with palm of hand. Do not use a rubber mallet when installing glass. Lay a bead of sealer in the glass groove around the entire weatherstrip.

Starting at the bottom, slide tool over locking lip with enough pressure to force the lip into the lock position,

Molding installation:

Install the lower center molding and start the nuts. Do not tighten nuts at this time. Install the right and left lower moldings over the ends of the center molding. Install the retaining nuts and tighten. Tighten the nuts on the center section and install screen.

Snap the center clip on the upper molding into place. Install the metal screws on each end but do not tighten. Install the side pieces by sliding the ends of the moldings under the ends of the upper molding. Start but do not tighten the attaching screws on the "A" posts.

Tighten the screws located under the joint covers and install the covers. Tighten the screws on the "A" posts, clean the windshield glass and install wiper arms and blades.

Rear window glass:

Removal:

Cover the rear quarter panels and rear window areas. Remove lower trim molding retaining nuts

"Mink upholstery with rhinestone steering wheel."



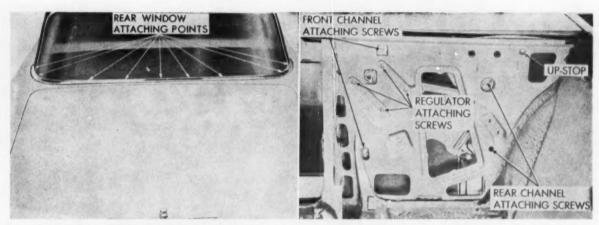


Fig. 5-Rear window molding attaching points.

Fig. 6-Rear quarter glass adjusting and attaching screws.

which are located in luggage compartment, as shown in Fig. 5. Pull the side moldings and upper molding from the weatherstrip retaining grooves.

Use a fiber wedge to unlock weatherstrip, then slide tool up, completely opening the locking

Releasing the locking lip will allow the rear window glass to be removed without disturbing the weatherstrip. Remove the glass by pushing on the glass from the inside. Use of gloves will protect hands against possible sharp edges.

Use a mild soap solution to install the weatherstrip on the body fence. Apply the solution to fence groove, using a small brush. Place the weatherstrip on the fence with firm pressure to seat it in the proper place, but do not stretch it during installation.

Installation:

To install the rear window glass, first lubricate the glass groove with the soap solution. Position the glass at the lower outside corners. Work the lip of the weather-strip over the glass along the lower edge.

After the glass is centered along the top and the lower corners, work the lip of the weatherstrip over the lower edge of the glass.

Make sure the glass is properly seated by tapping the glass with the palm of the hand. Do not use a rubber mallet when installing rear window glass.

Lay a bead of sealer in the glass groove all around the rear window. Brush the soap solution on the locking strip.

Starting at the center of the upper edge, lock the top edge and the sides. Lock the lower edge last.

Lubricate the upper groove in

weatherstrip with the soap solution and install the upper molding. Install the side moldings. When installing the two lower moldings, start at the front and place the front edge of the moldings under the side moldings first. Install the cover and tighten the lower molding attaching nuts.

Rear quarter window glass (Sport Coupe and Convertible):

Removal:

Remove the rear seat cushion from the car. Then remove garnish molding, regulator handle and trim panel. Roll the quarter window glass to the half-raised position. Remove the front channel attaching screws, as shown in Fig. 6. Note: If the car is equipped with electric window lifts, disconnect the negative or positive cable on the battery.

Remove the quarter window down stop. Raise the quarter glass to the fully-raised position and disengage the glass from the regulator and rear channel and remove the glass.

Installation:

Install the quarter glass in the regulator and rear channel. Install the front channel and adjusting screws and the down stop. After installation of the glass is completed, test the operation of the glass and make the necessary adjustments.

Adjustments:

"Oops! Wrong button!"



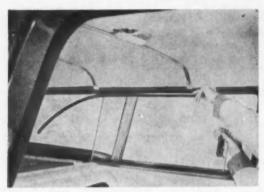


Fig. 7—Removing front quarter sliding glass (Suburban).

The front channel can be moved up and down by loosening the adjusting screws located at the top and at the bottom of the channel. The rear channel has fore and aft adjusting screws at the top and at the bottom of the channel.

Note: To remove the window regulator it will be necessary to remove the rear glass.

Quarter window (Club and Four-Door Sedan):

Removal:

Remove the garnish molding. Push in on the window and remove the window.

Installation:

If a new glass is installed, use sealer between the glass and the weatherstrip to prevent water leaks. Install garnish moldings.

Sliding and stationary glass (Suburban):

Removal:

Remove the upper and lower garnish moldings. It will also be necessary to remove the end garnish moldings. Remove the attaching screws from the upper glass run channel. Carefully pull the glass and the upper portion of the glass run channel out of the body opening and remove the sliding glass. See Fig. 7.

If the stationary glass is to be removed, it will be necessary to remove the sliding glass and channel, the rear upper and lower garnish moldings. Exert pressure inward on the glass and carefully push the weatherstrip and glass from the body opening. Work the weatherstrip off the glass and remove the old sealer from the weatherstrip groove.

Installation:

Apply a suitable sealing compound in the groove in the weatherstrip. Starting at the corner, work the weatherstrip over the stationary glass. Apply sealing compound under the outer lip of the weatherstrip. Carefully place

the assembly in the body opening.

With the use of a fiber wedge carefully work the outer lip of the weatherstrip over the edge of the body opening. Wipe off excess cement around the edge of the glass and weatherstrip. Install the sliding glass and channel. Install the channel retaining screws. Make certain the heads of the screws are below the felt to prevent interference with the edge of the sliding glass.

Test the sliding action of the glass. Then install the garnish

moldings.

### Borg-Warner Revamps No-Spin Differential

A MIMPROVED spin-resistant differential, said to provide increased traction on snow and ice, enabling a motorist to pull out of mud and sand holes, reducing skidding, etc., has been announced by Warner Automotive Division of Borg-Warner Corp.

Now under test by several major automobile manufacturers, the unit is of simpler design and consists of fewer parts than others of its type now on the market. It is readily interchangeable with most existing conventional differentials and provides smooth, completely automatic operation under all kinds of traction conditions, the manufacturer said.

Designed for use on passenger cars, trucks, tractors, as well as other vehicles, the unit reportedly differs from other differentials in that it will never cause full locking of one axle shaft.

It works in this way: when one rear wheel has more traction than the other, the unit automatically delivers the major portion of the engine power or driving effort to the wheel with the greater traction. At the same time, the wheel with the lesser traction is smoothly "braked" through the action of preloaded cone brakes and side gear thrust. When traction is equal at the rear wheels, as in normal driving, the differential operates as a conventional unit, delivering equal torque to each wheel.

Packard came out with a nonslip differential several years ago and several manufacturers have since followed suit.

"Appearances are deceiving, son. I happen to be loaded. I merely dress this way to get the best price."



# 1958 PASSENGER-CAR SPECIFICATIONS (Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL		TRE	AD	ENGINE						FLUID CAPACITIES						WHEEL ALIGNMENT			
	Std. Wheelbase	Frant	Rear	No. Cylinders and Valve Arrangement	Bere and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Piston Displace- ment (Cu. In.)	Standard Com- pression Ratio	Crankcase Cap.	Transmission (Std.) (Pts.)	Transmission (Au.) (Pts.)	Rear Axie (Pts.)	Fuel Tank (Gals.)	Cooling System (No Heater) (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-in (in.)	
BUICK Special Series 40 and Century Series 50. BUICK Super Series 50, Readmaster 70 and Limited 700.	122	59.5	60	V8I V8I	4.125x3.4 4.125x3.4	54 54	F 300@4000	364 364	G 10-1	5 5	N N	24 H	6	20	16.5		+22 +22	16 to 16	
CADILLAC Sedan 6239, Sedan De Ville 6239D, Sedan 6239E, Coupe 6237D and Conv. 6267. CADILLAC Conv. Blarritz 6267S and Coupe Seville 6237S. CADILLAC Sedan 6039, Sedan 7833 and Sedan 7823.	129½ 129½ J		61 61 61	V8I V8I V8I	4x3.625 4x3.625 4x3.625	51.2 51.2 51.2	310@4800 335@4800 310@4800	365 365 365	10.25-1 10.25-1 10.25-1	5	N N	23 23 23	5 5 5	20 20 20	19.6 19.6		0 to ±% 0 to ±% 0 to ±%	1/4 to ±3 1/4 to ±3 1/4 to ±3	
CHEVROLET 6, Delray, Biscayne and Bel Air. CHEVROLET 6, Delray, Biscayne, Bel Air 283 Cu. In. CHEVROLET 6, Delray, Biscayne, Bel Air 348 Cu. In. CHEVROLET Corvette.	117½ 117½ 117½ 102		58.8 58.8 58.8	6I V8I V8I V8I	3.50x3.94 3.875x3 4.125x3.25 3.875x3	30.4 48 54.5 48	145@4200 185@4600 250@4400 230@4800	235.5 283 348 283	8.25-1 9.5-1 9.5-1 9.5-1 <sup>8</sup>	5 4 4 5	2 2 2 2	10 X X 9	4 4 4	20 20 20 16.4	16 <sup>4</sup> 16 <sup>4</sup> 16	+½ to +1½ +½ to +1½ +½ to +1½ 2.25	0 to 1 0 to 1 0 to 1 0 to 1	% to % % to % % to % 0 to %	
CHRYSLER Windsor and Saratoga CHRYSLER New Yorker and 300D CHRYSLER Imperial	122 126 129	60.9 61.2 61.8	59.8 60 62.4	V8I V8I V8I	3.94x3.63 4x3.90 4x3.90	49.7 51.2 51.2	P Q 345@4600	354 392 392	10-1 10-1 10-1	4 5 5	2.75 2.75 N	21 21 21	3.5 3.5 3.5	23 <sup>3</sup> 23 <sup>3</sup> 23 <sup>3</sup>	21 24 24	B B B	CCC	16±16 16±16 16±16	
CONTINENTAL	131	61	61	VSI	4.30x3.70	59.17	375@4800	430	10.5-1	8	N	21	4	23	26	0 to -1½	0 to +%	.12 to .1	
De SOTO Fireweep	122 126 126 126	60.9 60.9 60.9 60.9	59.8 59.8 59.8 59.8	V8I	4.06x3.38 4.12x3.38 4.12x3.38 4.12x3.38	52.7 54.3 54.3 54.3	280@4600 295@4600 305@4600 345@5000	350 361 361 361	10-1 10-1 10-1 10.25-1	4 4	N N N	20 21 21 21	3.5 3.5 3.5 3.5	20 231 231 231	16 16 16 16	B B B	CCC	16±16 16±16 16±16 16±16	
DODGE Coronet 6. DODGE Coronet Custom Royal DODGE Custom Royal Sta. Wagon DODGE D-500 Power Pkg.	122 122 123	61.4 61.4 60.9	61 60.2 59.8	6L V8I V8I V8I	3.25x4.63 3.69x3.80 4.06x3.38 4.12x3.38	25.4 43.3 52.7 54.3	138@4000 252@4400 295@4600 305@4600	230 325 350 361	8-1 8.5-1 10-1 10-1	5 5 4 4	2.75 2.75 2.75 2.75 2.75	20 D D D	3.25 3.5 3.5 3.5	20 <sup>6</sup> 20 <sup>6</sup> 20 <sup>6</sup> 20 <sup>6</sup>	13 20 20 20 20	A A A	E E E	16±16 16±16 16±16 16±16	
EDSEL Ranger and Pacer	118.4	59.44 59.38		V8I V8I	4.05x3.50 4.20x3.70	52.49 56.45	303@2800 345@4600	361 410	10.5-1 10.5-1	5 5	3.25 N	22 22	5 5	20 20	18.5 22	½ to 1½ 0 to 1½	1/2 to 11/2 0 to 3/4	.03 to .12	
FORD 8 Custom 300 Fairlane FORD 6 Fairlane 500 FORD 8 Custom 300 FORD 8 Fairlane FORD 8 Fairlane 500	116.03 118.04 116.03 118.04 118.04	59 59 59 59	56.4 56.4 56.4 56.4	6L 6L V8I V8I V8I	3.62x3.6 3.62x3.6 3.75x3.3 4x3.3 4x3.5	31.54 31.54 45 51.2 51.2	145@4200 145@4200 205@4500 265@4600 300@4600	223 223 293 332 352	8.6-1 8.6-1 9-1 9.5-1 10.2-1	5	3 3 3 3	21.5 21.5 20 20 20	5.5 5.5 5.5 5.5 5.5	20 20 20 20 20 20	19 19 19 19 19	0 to 1 0 to 1 0 to 1 0 to 1 0 to 1 0 to 1	1/2 to 11/2 1/2 to 11/2 1/2 to 11/2 1/2 to 11/2 1/2 to 11/2	16 to 16 16 16 16 16 16 16 16 16 16 16 16 16	
LINCOLN Capri Coupe, Landau Sedan, Premiere Coupe and Landau	131	61	61	VSI	4.20x3.70	59.17	345@4800	430	10.5-1	5	N	21	4	22	26	0 to -11/2	0 to +%	.12 to .18	
MERCURY Monterey	122	59.4	59	VSI	4.3x3.30	59.17	312@4600	383	10.5-1	5	3.5	21	8	20	20.5	-0°30′ to -2°	-0°10′ to -0°35′	1/4 to 1/6	
MERCURY Montclair	122	59.4	59	V8I	4.3x3.30	59.17	330@4800	383	10.5-1	5	3.5	21	5	20	20.5	-0°30′ to -2°	-0°10′ to -0°35′	1/4 to 1/8	
MERCURY Park Lane	125	59.4	59	V8I	4.3x3.30	59.17	360@4600	430	10.5-1	5	3.5	23	5	20	20.5	-0°30′ to -2°	-0°10′ to -0°35′	1/4 to 1/4	
OLDSMOBILE Dynamic 88OLDSMOBILE Super 88OLDSMOBILE 98	122.5 122.5 126.5	59	58 58 58	V8I V8I V8I	4x3.689 4x3.689 4x3.689	51 51 51	265@4400 305@4600 305@4600	371 371 371	10-1 10-1 10-1	4 4	2.5 2.5 2.5	22 22 22	5.25 5.25 5.25	20 20 20	20 20 20	0 to -1 0 to -1 0 to -1	-14 to +14 -14 to +14 -14 to +14	0 to .12 0 to .12 0 to .12	
PACKARD Hawk Supercharged	1201/2	57.1	56.1	V8I	3.56x3.63	40.6	275@4800	289	7.8-1	5	NA	19	3	18	17	-1 to -2½	0 to +1	¼ to ¾	
PLYMOUTH Plaza, Savoy and Belvedere 6 PLYMOUTH Plaza, Savoy and	1186	0.06	59.6	6L	3.25x4.63	25.3	132@3600	230	8-1	5	2.75	20	3.25	207	13	В	C	1/6 to ±5	
Belvedere 8. PLYMOUTH Fury. PLYMOUTH Golden Commando	118 118 118	60.9 60.9	59.7 59.7 59.7	V8I V8I V8I	3.91x3.31 3.91x3.31 4.06x3.38	48.9 48.9 52.7	225@4400 225@4400 305@5000	318 318 350	9-1 9.25-1 10-1	5 5 4	2.75 2.75 2.75	D D D	3.5 3.5 3.5	20° 20° 20°	20 20 20	B B B	CCC	1/2 to ± 1/2 1/2 to ± 1/2 1/2 to ± 1/2	
PONTIAC Chieftain and Super Chief. PONTIAC Star Chief and Bonneville.	1228 1240	58.8 58.8	59.4 59.4	V8I V8I	4.06x3.56 4.06x3.56	52.8 52.8	240@4500 255@4500	370 370	8.6-1 8.6-1	5 5	N	18.4 18.4		20 20	21.2 21.2	-1/2 to ±1/2 -1/2 to ±1/2	+1/2 to ±1 +1/2 to ±1	0 to .062 0 to .062	
RAMBLER American. RAMBLER 6 RAMBLER Rebel V8. RAMBLER Ambassador	100 108 108 108	54.6 57.75 57.75 57.75	58 58 591/6	6L 6L V8I V8I	3½x4½ 3.125x4.25 3.5x3.25 4x3.25	23.44 39.2 51.2	90@3800 127@4200 215@4900 270@4700	195.6 195.6 250 327		4 4 4	1.5 2.25 4	20 20 22	3 3 4	20 20 20	10 20 19	0 to +1/211 0 to +1/211 0 to +1/211	±14 ±14 ±14	1/4 to 1/4 1/4 to 1/4 1/4 to 1/4	
STUDEBAKER Scotsman 6STUDEBAKER Champion 6		57.2	56.2	6L	3x4.38 3x4.38	21.6 21.6	101@4000 101@4000	185.6 185.6	7.8-1	5 8	2.3	N 18	2.5	18	11 11	-1 to -21/2 -1 to -21/2	0 to +1 0 to +1	1/6 to 1/6 1/6 to 1/6	
STUDEBAKER Commander 8 and Provincial Station Wagon	1163/		56.1	V8I	3.56x3.25	40.6	180@45001			5	3.8	18	3	18	17	-1 to -2½	0 to +1	36 to 36	
STUDEBAKER President 8 Four-Door Sedan STUDEBAKER Silver Hawk 6 STUDEBAKER Silver Hawk 8	120½ 120½ 120½	1	56.1 56.1 56.1	VSI 6L VSI	3.56x3.63 3x4.38 3.56x3.63	40.6 21.6 40.6	225@4500 101@4000 210@4500 <sup>18</sup>	289 185.6 289	8.3-1 7.8-1 8.3-1	5 5 5	3.8 2.3 3.8	18 18 18	2.5 3	18 18 18	17 11 17	-1 to -2½ -1 to -2½ -1 to -2½	0 to +1 0 to +1 0 to +1	1/4 to 1/4 1/4 to 1/4 1/4 to 1/4	
STUDEBAKER Golden Hawk 8 Supercharged			56.1	V8I	3.56x3.63	40.6	275@4800	289	7.8-1	5	NA	19	8	18	17	-1 to -21/2	0 to +1	36 to 36	

I—Stalion wagon 22.

3 Town and Country 22.

3 Town and Country 22.

4 Town and Country 22.

5 Station wagon 12.

6 All station wagon 122.

7 Station wagon 22.

8 Super Chief 124.

8 Bonneville 122.

8 Airpoise 0\*.

ABBREVIATIONS

### ABBREVIATIONS

### Power attering +1/2 to +1.

### 195@4500 with 4bbl. carb.

### 105@4500 with 4bbl. carb.

### 105@4500 with 4bbl. carb.

### 10 ±½, Manual +½ to ±½,

### 10 ±½, Manual -½ ±½,

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H—Super 24, Roadmaster and Limited 25.

I—Valve-in-head.
J—6039 133" and others 149 %".
L—L-head.
N—None.
NA—Not announced.
P—Windsor 290 and Saratoga 310, both at 4800,
O—New Yorker 3456,4600, 3000 380@5200.
X—Powergilde 9, Turboglide 7.

# "...close cooperation has really helped increase our sales"

says **JAMES G**. **KNOX**, president, Knox-Jensen Motors, Dodge-Plymouth dealer, Lawton, Oklahoma.

"Since our early days in business COMMERCIAL CREDIT PLAN has been our house plan. Their close cooperation has really helped increase our sales over the years. Fast credit checks prevent lost sales and their business-like handling of our customers after deals are closed helps build repeat business. Our seven years' experience with COMMERCIAL CREDIT has been good."

# Commercial Credit dealers are <u>successful</u> dealers

Write or call our nearest office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it today?



A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$200,000,000 . . . offices in principal cities of the United States and Canada.

# 1958 PASSENGER-CAR SPECIFICATIONS (Souped-Up Specs on Standard Models Are Not Listed)

				ELEC	Bat.	FUEL S	VALVES							
MAKE AND MODEL	Breaker Gap (.0)	Cam Angle (degrees)	Centact Arm Spring Tension (ezs.)	Ignition	Timing Mark Location	Spark Plug Gap (.0)	Spark Advance Max. Centrif.	Spark Advance Max, Vac.	Cap. & Ter. Grd.	Carb. Mfgr.	Fuel Proseure (lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)	Intake Valve Opens b or abdo
BUICK Special Series 40	12.5-17.5	30	19-23 19-23	5°bte	VD VD	30-35 30-35	24-28@3750 24-28@3750	21@12" 21@12"	70N 70N	Ca-RP Ca-RP	514-614 514-614	Au Au	Au Au	25°bte
BUICK Super 50, Readmaster 70 and Limited 700	12.5-17.5	30	19-23	5°bte	VD	30-35	24-28@3750	21@12*	70N	Ca-RP	514-614	Au	Au	34°bte
CADILLAC Sedan 6239, Sedan De Ville 6239D, Sedan 6239E, Coupe 6237D and Corv. 6267. CADILLAC Corv. Biarritz 6267S and Coupe Seville 6237S. CADILLAC Sedans 6039, 7833 and 7523.	16 16 16	16 30 19-23 5°bte VD 35 15@2000 1434@3				14½@24" 14½@24" 14½@24"	70N 70N 70N	RP Ca Ca	514-614 514-614 514-614	Au Au	Au Au	39°bte 39°bte		
CHEVROLET 6 Delray, Biscayne and Bel Air	16-21	30	19-23	4-	FW	35	64,648,00	48001/8	PONT	nn	01/ 41/	4		101/914
CHEVROLET Delray Blacayne and	16-21	30	19-23	te 4°bte	VD	35	26@3500 28@3750	15@81/2"	53N 53N	RP RP	31/4-41/2	Au	Au	10½°bt
Bel Air 283 Cu. In. CHEVROLET Delray, Biscayne and Bel Air 348 Cu. In. CHEVROLET Corvette	16-21	30 29	19-23 19-23	4°bte	VD VD	35 35	24@4600 28@3700	15@15½" 15@15½"	53N 53N	Ca-RP Ca	4-51/4	Au Au	Au Au	29°42′ 12½°bto
CHRYSLER Windsor and Saratoga CHRYSLER New Yorker CHRYSLER 300D CHRYSLER Imperial	15-18 15-18 15-18 15-18 15-18	27-32 36-40 36-40 36-40	17-20 17-20 17-20 17-20	X 6°btc 6°btc 6°btc	VD VD VD VD	35 35 35 35	18-22@4200 18-22@4800 11-15@2100 18-22@4800	20-24@16" 20-24@16" 20-24@16" 20-24@16"	60N 60N 60N 60N	BB-Ca BB-Ca BB-Ca Ca	6-7 6-7 6-7 6-7	Au Au 15 Au	Au Au 24 Au	13°bte 15°bte 35°bte 18°bte
CONTINENTAL	15	26-28.5	17-20	6°bte	VD	32	28.5@4000	23@17.5"	70N	Но	5-6	Au	Au	27°bte
De SOTO Firesweep, Firedome and Firefilte. De SOTO Adventurer.	15-18 15-18	27-32 27-32	17-20 17-20	6°btc 8°btc	VD VD	35 35	18-22@4000 18-22@4000	23-29@16.5" 23-29@16.5"	60N 60N	BB-Ca BB-Ca	6-7 6-7	Au Au	Au Au	15°btc 20°btc
DODGE Coronet Standard 6	18-22 15-22	39±3 27-32	17-20 17-20	2°bte 6°bte	VD CuP	35 35	15-19@3600 16-20@3300	17-21@16" 20-24@14"	50N 50N	St St-Ca	6-7 6-7	10 Au	10 Au	12°bte 10°bte
Custom Sierra	15-23	36-40	17-20	8°bte	VD	35	18-22@4000	23-29@16.5"	50N	Ca	6-7	Au	Au	15°bte
EDSEL Ranger and Pacer	14-16 14-16	26-21.5 26-28.5	17-20 17-20	7° 7°	VD VD	32–36 32–36	16@3800 21@4600	12@16" 16@15"	55N 65N	D Ho	5-6 5-6	Au Au	Au	17°bte 27°bte
FORD 6 Custom 300 Fairlane FORD 8 Fairlane 500 FORD 8 Custom 300 FORD 8 Fairlane FORD 8 Fairlane FORD 8 Fairlane 500	24-26 24-26 14-16 14-16 14-16	35-38 35-38 26-28.5 26-28.5 26-28.5	17-20 17-20 17-20 17-20 17-20	T W W	VD VD VD VD VD	32-36 32-36 32-36 32-36 32-36	23@4000 23@4000 29@4000 22@4000 22@4000	28.5@6" 28.5@6" 23@15" 23@15" 23@15"	55N 55N 55N 65N 65N	Ho Ho D D E	4-5 4-5 5-6 5-6 5-6	19 19 19 26 26	10 10 19 26 26	17°bte 17°bte 18°bte 21°bte 21°bte
LINCOLN	15	26-28.5	17-20	6°bte	VD	32	26.5@4000	23@17.5"	70N	Но	5-6	Au	Au	27°bte
MERCURY Monterey MERCURY Montclair MERCURY Park Lane	14-16 14-16 14-16	26-28.5 26-28.5 26-28.5	17-20 17-20 17-20	4°bte 7°bte 7°bte	VD VD VD	32-36 32-36 32-36	21.5@4000 21.5@4000 24@4000	22@17" 22@17" 22@16"	55 N 55 N 65 N	Ho Ho Ho	5-6 5-6 5-6	Au Au Au	Au Au Au	34°bte 34°bte 27°bte
OLDSMOBILE Dynamic 88 and 98	16	28-32	19-23	5°bte	VD	30	22-26@4400	18.5-21.5@16"	70N	RP	5-6	Au	Au	16°bte
PACKARD Hawk	13-18	28-34	19-23	4°bte	VD	33-38	24@2000	16@12"	50N	86	6-7	A	A	11°bie
PLYMOUTH Savey, Plaza and Belvedere 6 PLYMOUTH Savey, Plaza and	18-22	39±3	17-20	2°btc	CaP	35	15-19@3600	17-21@16"	50N	вв	6-7	10	10	12°bte
Belvedere 8 PLYMOUTH Fury PLYMOUTH Golden Commande	15-18 15-18 15-18	27-32 36-40 36-40	17-20 17-20 17-20	10°btc 8°btc 8°btc	CaP CaP VD	35 35 35	16-20@4600= 14-18@2000 18-22@4000	23.5-28@16" 18-23@18" 23-29@16.5"	50N 50N 50N	St St Ca	6-7 6-7 6-7	12 12 Au	18 18 Au	8°bte 17°bte 15°bte
PONTIAC Chieftain and Super Chief PONTIAC Star Chief and Benneville	16 16	28-32 28-32	19-23 19-23	6°btc 6°btc	CaP CaP	33-38 33-38	30@4600 30@4600	21.5@13" 21.5@13"	53N 53N	RP Ca	514-614 514-614	Au Au	Au Au	22°btc 30°btc
RAMBLER 6 RAMBLER V8 RAMBLER Ambassador	16 16 16	28-35 28-32 28-32	19-23 19-23 19-23	5°btc 5°btc 5°btc	VD VD VD	33-37 33-37 33-37	20-24@4200 34-38@4000 34-38@3800	23@17" 25@15" 22@16"	45N 50N 60N	Ca Ho Ho	4-51/2 4-51/2 4-51/2	12 12 Au	16 14 Au	121/2°bte 121/2°bte 123/2°bte
TUDEBAKER Scotsman 6, Cham- pion 6 and Silver Hawk 6. STUDEBAKER Champion 8, Silver Hawk 8, and Commander Previncial	20	38-40 28-34	17-20 19-23	2°bte 4°bte	VD VD	28-33 33-38	14@2800 24@2400	18@12" 16@12"	50N 50N	Ca St	314-514 314-514	C	C	15°bte
STUDEBAKER President 8STUDEBAKER Golden Hawk 8 Supercharged	13-18	28-34 28-34	19-23 19-23	4°bte	VD VD	33-38	24@2400 24@3400	16@12" 16@12"	50N 50N	Ca•	812-512	A	A	11°bte

### ABBREVIATIONS

A-23-25 hat.

Au—Automatic,
a—20"bte special cam,
a—With dual carbs. 20-24@4800
with one 4bbl. carb.

Mechanical tappets: Int. .812, Exh. .618.

 Exh. .618.

 D—Ford or Holley.

E—Ford or Carter.

FW—Flywheel.

←4bbl. BB—Bal. and Bal. bto—Before top center.

C—16 cold, Ca—Carter

Ca-Carter. CeP-Crankshaft pulley.

E—Ford or Carter.
FW—Flywheel.
Ho—Holley
N—Negative.

N—Negative.
NA—Net announced.
RP—Rechester Products.

St-Stromberg.

T-4°btc Std. or O. D. Trans.

6°btc Automatic Trans.

te-Tep dead center.
VD-Vibration damper.
W-3\*btc Std. or O. D. Trans.

E'bts Automatic Trans. X—Windsor 8'btc.

Saratoga 6°btc.

The man who sells

# OLDS mobility

is backed by the features with new sales appeal!



Oldsmobile's new
Anti-Spin Rear Axle is
delivering extra
SALES POWER to
demonstration-minded
dealers!

Here's a demonstration natural that's due to pay big dividends for Olds Dealers everywhere! Oldsmobile's new Anti-Spin Differential has benefits that every prospect can easily understand! In any situation where one wheel has better traction . . . the power is automatically transferred to the wheel with the grip. And regardless of climate or weather, every driver has encountered conditions where Anti-Spin would have helped make the going easier and safer!

Although the obvious benefits are in ice and snow . . . Anti-Spin gives the same positive pulling power in mud and sand. Result: Demonstration-minded dealers everywhere are cashing in . . . proof again that it pays to be an Olds Dealer—all ways!

# OLDSMOBILE

DIVISION OF GENERAL MOTORS CORPORATION, LANSING, MICH.

# Albuquerque Marks Hubs For March of Dimes

civic enterprise - marking A hub caps for identification purposes-taken on by the Albuquerque (N. M.) New Car Dealers, not only enriched the March of Dimes campaign, but was expected to assist in the reduction of juvenile delinquency.

Each dealer was designated a "Hub Cap Marking Station," where any car owner could have his hub cap marked in an identifying manner. The fee of \$1.00 was donated to the March of Dimes. The campaign had the full support of the city's police department.

# Robert Fancett Moves Up With Dodge Truck News

PROMOTION of Robert V. Fancett to director of the Dodge Truck News Bureau, to succeed Albert C. Nute, who retired Jan. 1, has been announced by Frank W. Wylie, public relations manager of Dodge Division

Prior to his appointment as assistant director of the bureau, Fancett was on the editorial staff of the Detroit News, Indianapolis News and Grand Rapids Press. He holds masters' degrees in journalism and history from the University of Michigan.

# Muffler Market Mop-Up

(Continued from page 56)

station just stays busy."

Rohloff does no local advertising, but concentrates on station merchandising and a considerable amount of "direct salesmanship and inspection of cars."

"Mufflers and pipes have developed into our leaders and all of my boys have been instructed to look for faulty exhaust systems," he said. "We check every car we get on the lube rack and use inspection tags to let our customers know the condition of the r exhaust systems. In addition, we use our ears to listen for the tell-tale rumble when a car drives into the station."

Both tires and mufflers are featured in outside displays. Rohloff has a giant sign stressing muffler installation in front of his station and had a miniature model made and welded to the cab of his service truck to remind people while the truck is making service calls. Tires

also are merchandised through outdoor signs and displays as well as a huge stock display inside.

A "mechanic on duty" sign has been placed at the front of his station to catch transient trade that makes up about 20% of his business. His "regulars" know he does repair work.

Rohloff carries a full inventory of those items which are bringing in his profits. He always carries about 25 mufflers and 30 pipes in inventory. Approximately 50 tires are stocked and his accessory shelves are kept filled and attrac-

His inventory attitude is based on the sound idea that "if you haven't got 'em, you can't sell 'em."

Summing up his success, Rohloff

"We have resided in Bradenton less than two years. I have had many business dealings with the public, having completed 11 successful years in the restaurant business and ten years in the insurance business before that. I entered the service station business with the firm belief that a man can be successful at any business if he applies himself."

He has proved his conviction.

**Delta Air Lines ALL-CARGO FLEET** serves

these cities

Costs less than you think. Saves time and money. Carries most anything that can be shipped!

Air Freight often costs less than rail expressyet gives next day delivery. It has no hidden costs-cuts out the costly stop-and-go delays of slow-poke surface transportation. Every Delta flight carries AIR FREIGHT, with over 500 departures daily in the U.S.A.

Typical 100 LB. RATE between

NEW YORK-ATLANTA ...... \$ 9.70 CHICAGO-MIAMI CHICAGO-MIAMI ......\$14.20 PHILADELPHIA-DALLAS .....\$17.30

Lower Rates Available on Volume Shipments

ATLANTA BIRMINGHAM CHARLOTTE CHICAGO CINCINNATI DALLAS JACKSONVILLE MEMPHIS MIAMI **NEW ORLEANS** NEW YORK NEWARK PHILADELPHIA ST. LOUIS

AIR FREIGHT DOOR-TO-DOOR



# General Motors

launches a vital new program to make America's highways safer after dark

ON THE NEXT TWO PAGES you will see one of the most important messages ever published by General Motors. It concerns the safety of every man, woman and child who rides in cars at night.

The problem that confronts us all is a serious one. It centers in these three vital yet little-known facts which have been reported by national safety and research organizations:

- 1 Three times as many fatalities occur after dark as during daylight hours, in proportion to mileage driven.
- 2 Up to 80% of the light needed for safe driving vision is lost when headlight aim is too high, low or offside.

3 More than half of all cars on the road today have headlights which are NOT aimed accurately and safely.

Something must and can be done to correct this situation. In the interest of public safety, General Motors has developed a program to publicize the need for headlight aiming and to make it easily available to all motorists through your cooperation.

The success of the entire program . . . the saving of countless lives . . . depends upon conscientious and convenient headlight aiming service. I earnestly hope you will do your part.

Harlow H. Burties

PRESIDEN







# A public service HEADLIGHT AIMING RICH REWARDS FOR YOU!

The photos above show a major reason why highways are so much more dangerous after dark—over 50% of all drivers are losing up to 80% of the light needed for safe vision because their headlights aren't aimed right. We in the automotive industry can help save thousands of lives by (1) educating the public to the need for accurate aiming, and (2) making it easily available at reasonable cost.

GENERAL MOTORS AIMS TO DO ITS PART by sponsoring this educational AIM TO LIVE program. A nation-wide magazine, television and publicity campaign, now getting under way, is telling practically every American motorist how headlights get out of aim and why they should be re-aimed twice a year for

safety. During March and April, a \$100,000 AIM TO LIVE safety slogan contest will stimulate added interest. Participating dealers, garages and service stations will be given supplies of AIM TO LIVE display material and contest entry blanks at no cost.

ONLY YOU CAN FINISH THE JOB! All this educational effort will do little good unless we make it easy for drivers to get their headlights aimed right, and remind them when their cars are being serviced. That's where you come in! This is a great new opportunity to perform a vital service for your customers and increase both their goodwill and your income, by checking their headlight aim as regularly as their brakes.



# 10 LIVE



The Nation's Newest, Most Important Highway SAFETY CAMPAIGN

PROGRAM...with

IT'S EASY TO DO YOUR PART—(1) Get a new low-cost mechanical headlight aimer if you don't already have one. It's simple to use, takes up no extra space and quickly aims all modern platform-lens headlamps without even turning them on. (2) Train your men to use it right. Anyone can learn how in just a few minutes.

AIM TO LIVE MEANS BUSINESS! You'll find more than half your customers' headlights need aiming right now—and all headlamps should be rechecked twice a year. This alone adds up to a lot of potential for you, but that's not all. Many of your customers should replace their obsolete headlamps with modern platform lens type that can be quickly and accurately aimed and give 15% more light. That means a lot of replacement business too!

NOW IS THE TIME TO GET READY! More and more motorists will be asking you to check their headlights as this AIM TO LIVE program gathers momentum. So make sure you have an adequate supply of modern replacement headlamps, accurate aiming equipment, and men who can use it right. If you have not already been contacted directly, call your authorized General Motors dealer or AC Guide Lamp Supplier for full details.



will reach over 100 million Americans via national magazines, Sunday newspaper supplements, television, publicity and displays!



CHECK HEADLIGHTS REGULARLY ATM THEM ACQUIRATELY FOR SAFETY

General Motors

CHEVROLET . PONTIAC . OLDSMOBILE . BUICK . CADILLAC . GMC TRUCK . GUIDE . AC

SOUTHERN AUTOMOTIVE JOURNAL for February 1958

Want more facts? Use Reader Service Card Page 118

83

# Readers are invited to contribute to— SHOP TALK

### COPY JACK DANIEL?

Tennesseans are known for their loyalty to a certain sour mash bourbon. Here's what David P. "Doc" Whelchel, executive vicepresident of the Tennessee Automotive Association, said last month in his bulletin to members:

"What is the outlook for 1958?

"First, a majority of dealers consider that about a million more units [cars] were built in 1957 than were needed! The manufacturers engaged in a production and sales 'rat race' that again drastically curtailed dealer profits. How much better it would have been if production had been geared more realistically to 'profitable



A column of informal comments about the automotive trade and its problems.

SAVES TIME AND MONEY

Amazing fast-action removal of grease, grime, all stubborn soil, IN 1/2 THE TIME. Easier, faster, without harsh abrasion. Tested and approved by millions.

One-Shot DISPENSER CUTS COSTS 50% NO MUSS

NO FUSS . NO WASTE

for the hands

Hexachlorophene and Lanolin fortified—pro-tects against Derma-titis, skin irritations.

ORDER FROM YOUR JOBBER

WITHOUT WATER

MERICA'S LARGEST SELLING AND CLEANER

> The ORIGINAL **Double-Action** Formula USE WITH OR

GOJER, INC., Box 991, AKRON, OHIO

sales.'

"The Jack Daniel Distillery shows good business sense in keeping the production of its product in line with sales and, consequently, there is a bigger demand for it than it can supply, but everybody makes a profit!

"Pressure will be on dealers again in 1958 for favorable 'market



Vice-President Whelchel

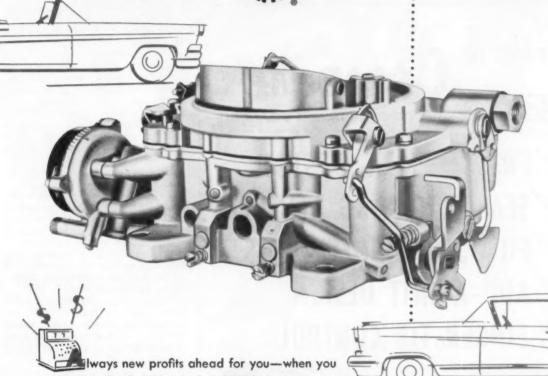
penetration' for the factory. Unless, however, a turnabout is shown in showing more interest in dealer profits than 'market penetration,' there will be a terrific dealer mortality rate.

"It is our honest opinion that if our members will use the guide given them at the fall regional

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga. For progress that boosts your profits

# COUNTER

MODERN FUEL SYSTEMS



stock and sell the leader! CARTER has always "pioneered in partnership" with America's most modern-minded car makers.

In today's trend to low-line car design, CARTER's AFB Carbureter, shown here, plays a vital part. And tomorrow's fuel systems—tomorrow's new sales for you—are taking on their finished form at CARTER right now. Watch for them!



# CARTER CARBURETOR

DIVISION OF INDUSTRIES

ST. LOUIS 7, MISSOURI

meetings [of T.A.A.], have enough backbone and courage to operate on this basis, they will have a profitable and successful 1958. Otherwise, dealers face a bleak outlook for the coming year."

Theme of the meetings was: "The Business of Business Is Profit."

The veteran Tennessee manager was an executive with Ford Motor Co. for years prior to taking on his present position.

Because of this background and his intimate knowledge of dealer problems, his following is strong.

### DERN THEM CARS!

As Dr. S. E. Young of Midland, Ga., said, there ought to be a law about them cars. He said, in fact:

"Do you think that a majority of our people are benefitted, or that they can ever be benefitted, by the privilege of operating automobiles or similar machines upon the country roads of our state?

"For what purpose were our country roads designed and to what end are they being maintained?

"For any other purpose than that of accommodating team-drawn vehicles? . . . No one will deny that team-drawn vehicles are an absolute necessity upon country roads, nor will anyone claim that automobiles upon them are now or will ever become a necessity.

"The truth of the matter is, these machines when used upon the country roads are an expensive luxury and can never be used at all except by an exceedingly small

minority of our people.

"Then what moral right have such a few individuals in any community, for the sake of pleasure alone, to engage in a practice which is a menace to the liberty, the safety and even the lives of the great majority? . . .

"Is it possible that the rural districts of Muscogee County constitute the only community in Georgia where such conditions exist? I don't think so. I am sure that no section within the state can safely feel immune from this great evil, for while at present but few of these machines are in use outside of those communities having one of the larger towns within its borders, it is possible and even probable that within the next few years they may be found in every county within our state."

Oh, we forgot to mention that this was written by the president of the Georgia Automobile Legislative League on May 27, 1907.

A descendant, Ted Young of Atlanta, said he was reliably informed that almost every county in Georgia today has one of those "machines" in it.

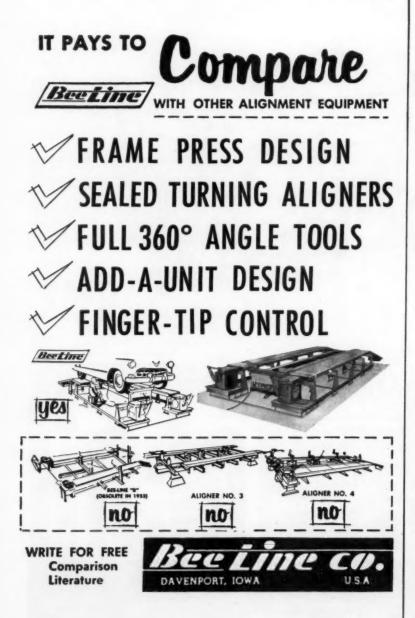
### AND TIRES TO MATCH?

Soon it is possible that those brightly colored cars can be bought with tires to match—not tires with a colored strip along the side but rubber tinted all the way through, according to Pittsburgh Plate Glass Co.'s Chemicals.

It is understood company researchers have made colored tires experimentally by applying a silicon product to the task of reinforcing rubber used in tire making.

The reinforcing job makes tough, long-wearing tires and is now done by carbon black. This does the job well but produces black tires.

The company manufactures a number of silica pigments used to strengthen rubber which are themselves white.



# NOW! Raybestos

# FORMULA 48 HEAVY DUTY BRAKE FLUID



# CHECK THESE VITAL PERFORMANCE FEATURES OF FORMULA 48:

- Assures efficient operation in the high heat ranges developed in brakes on today's cars
- Meets all requirements in every state
- Thoroughly lubricates all parts of the hydraulic system
- Causes no rubber cup or hose deterioration
- Retains all chemical properties throughout long use
- Superior even in climates with sub-zero temperatures
- Compatible with other quality brake fluids
- · Prevents metal parts from rusting or corroding
- Forms no gummy residue
- Will not evaporate or boil away in operation

A PRODUCT OF





RAYBESTOS DIVISION of Raybestes-Manhattan, Inc., BRIDGEPORT, CONN.

RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks Brake Fluid • Clutch Facings • Industrial Rubber • Mechanical Packings • Asbestos Textiles • Engineered Plastics • Sintered Metal Products • Rubber Covered Equipment • Laundry Pads and Covers • Abrasive and Diamond Wheels • Industrial Adhesives • Bowling Balls

FLASH! Don't fail to see the new film "Brakes for 1958" at the Raybestos Brake Service Clinic

A technical color sound motion picture showing details on: 1958 brake changes • New self-adjusting brakes • Effect of 14 in. wheels on brakes

Center-plane brakes • Write to Raybestos Division of Raybestos-Manhattan, Inc., Bridgeport 2, Conn., for a showing

# AUTO-LITE CONDENSERS



# Easier to stock...

Auto-Lite Original Service Parts are engineered to cover the widest number of applications. This means you save money because you operate with a small stock and a lower inventory investment. You also save time because the new simplified numbering system makes Auto-Lite parts easy to order and maintain inventory.

# Easier to use...

There's never any doubt about Auto-Lite Original Service Parts being right. They are made by the manufacturer of the original part and made exactly the same as the original part. Exhaustive laboratory and field tests insure original quality.

# Easier to sell...



Ask about the Auto-Lite Original Service Parts cabinet program that includes this cabinet. It's 24" wide, 12" deep and 42½" high. Comes complete with Auto-Lite Parts Catalog and Cross Reference Book, Past-Moving-Parts Book, Price Book Program places you on mailing list for latest technical and service information.

Years of Auto-Lite advertising and promotion have helped presell your customers on Auto-Lite Original Service Parts. The name "Auto-Lite" is quickly recognized and respected. To help you further, a coast-to-coast network of Auto-Lite Field Training Schools are available to train your men.

# ORIGINAL AUTO-LITE SERVICE PARTS ®



VOLTAGE REGULATORS



COILS



CONTACT SETS



DISTRIBUTOR CAPS



CONDENSERS

THE ELECTRIC AUTO-LITE COMPANY, TOLEDO 1, OHIO

Dear Bill,

I don't blame your mechanic friend for his complaint against his boss for refusing to install needed equipment. There are some operators who feel their shop should still operate on the shoestring investment they had in the face of present competition and specialized units.

But a lot of this reluctance to invest in new tools and equipment is due to misunderstanding, misinformation, or bad experience. If





the operator failed to write off certain pieces of equipment which filled a temporary need and did a land-office business for a period and then dropped off when competition or manufacturing changes came along, then he may point to this idle equipment and state that it is no longer paying its keep.

We know one operator here who had that experience. He jumped the gun on all competition on alignment and frame work, and installed the best rig in the state. For some months he hogged the market and had several men working two shifts on the equipment, so it paid itself off in a matter of six months and paid a handsome profit during that time and for another six months when competition began to be felt. After two years this volume is down to a point where only one operator is needed for one shift. The machines still draw trade and help support other departments but the owner seems to forget that the ten-grand investment was amortized long ago and that the business it still does is gravy.

He still cries in his soup about the fall off in automatic transmission work, although he still does a nice volume in that department too, but nothing like what he did when he hogged the market. This equipment doesn't owe him anything either. But he can't look at new stuff or new business for pointing out the drop off in these two.

While this operator is a mechanic himself and is improperly analyzing his situation, we know a non-mechanical dealer who has a dark picture of some of his special equipment because the shop force hasn't sold him on the importance of having it on hand, so he is getting the wrong picture.

When he asks how often they are using this or that special tool, they tell him maybe once a week



or month, or even annually, so he thinks he'd have been better off without having spent money on them. They failed to explain to him that there were plenty of other jobs they couldn't have done if they weren't backed by the seldom-used tool, or to point out that it was cheap insurance against one of their customers' being stalled because of the infrequent service it guaranteed, for in fact they are the only one in the country with the equipment for that make of car. They owed this pro-

tection to their customers, since they sold them their cars.

All too often, the mechanical force are the direct cause for the boss' reluctance to invest in new equipment they request. They become intrigued with the possibility of some expensive machine, sell heck out of it for a few weeks until the newness wears off and then simply fail to mention it to the customers again. They can do business with it as long as they sell the service, but stop selling it just because they are tired of it.

No wonder their boss flips his lid when they ask for something else when he sees maybe a dynamometer sitting idle, a wheel balancer or drum lathe gathering dust, or a valuable tune-up gadget serving as a fender-cover rack.

The mechanical force has a responsibility to see that equipment pays off and that the boss knows it or they'll have to expect static when a new piece is needed.

Yrs, Ed.

# Rebuilding Transmissions (Continued from page 61)

we recommend, to be in this busi-

ness."

The way the Cruce shop handles

The way the Cruce shop handles transmission rebuilding and the manner in which the merchandise is presented to the public inspires confidence.

Overhauled transmissions ready for exchange installation look like they might have come from the factory. Terminals are sealed with tape and plastic. They are painted an olive green and they shines. Even though they are always represented as overhauled transmissions, they have that precision and professional look.

Most of the Cruce Motor Co. patronage comes from long-established customers. Like a new-car dealer, Cruce keeps a file card on every customer, sending out direct-mail reminders periodically to bring him back.

This keeps the shop so well occupied that he is often compelled to turn away traveling car owners.

"Yes," he said, "we get quite a bit of business off the highway. But I don't depend on that. My regular customers come first. A good many times a traveler in trouble has caught us full-up in the shop and unable to do his work. But I don't turn them away in the complete sense of the word.

"What I do is find out which way the traveler is going. Then I call some Tulsa IGOA member on the traveler's route, explain the job and circumstances, and arrange for the traveler's service in some other dependable shop.

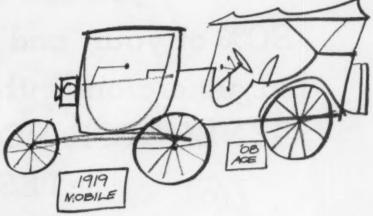
"Travelers with car trouble certainly appreciate a service such as that."

Before organization of IGOA, Cruce was an officer in the Independent Automotive Repairmen's Association of Tulsa. He has since served as international treasurer for IGOA.





# exactly what is a cash customer?



Cash customer? Today, the genuine article—like the dodo bird and the electric automobile—is almost extinct. Smart automobile salesmen recognize "I'll pay cash" as a danger sign, not a sales sign. Too often, the customer means he's off to arrange his own financing and all-too-often that's the last you see of him... out the door never to return! Not so when you control the deal, with Associates one-stop finance and insurance plan. Here's the easy way to convert "bogus" cash customers into "bonus" new or used car sales for you. Ask the man from Associates today—he's got the facts.





ASSOCIATES INVESTMENT CO. - ASSOCIATES DISCOUNT CORP. - ASSOCIATES DISCOUNT (CANADA) LTD. - EMMCO INSURANCE CO.

# LOOK AGAIN!

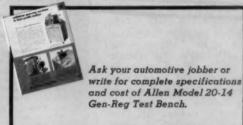
you can recondition 80% of your "bad" regulators and generators with ALLEN'S GENERATOR-REGULATOR TEST BENCH

# KEEP THE PROFIT IN YOUR OWN SHOP

It's a fair bet that more than half the generators and regulators you discard can be returned to service—right in your own garage—in less than thirty minutes. And every one represents a "lost" profit that you could be making.

Allen's compact Gen-Reg Test Bench is designed to separate the "good" from the "bad" quickly. You can mount a generator or regulator and run an evaluation test in five minutes. And if the parts can be saved—which is most often the case—necessary repairs and adjustments are a matter of up to thirty minutes—no more.

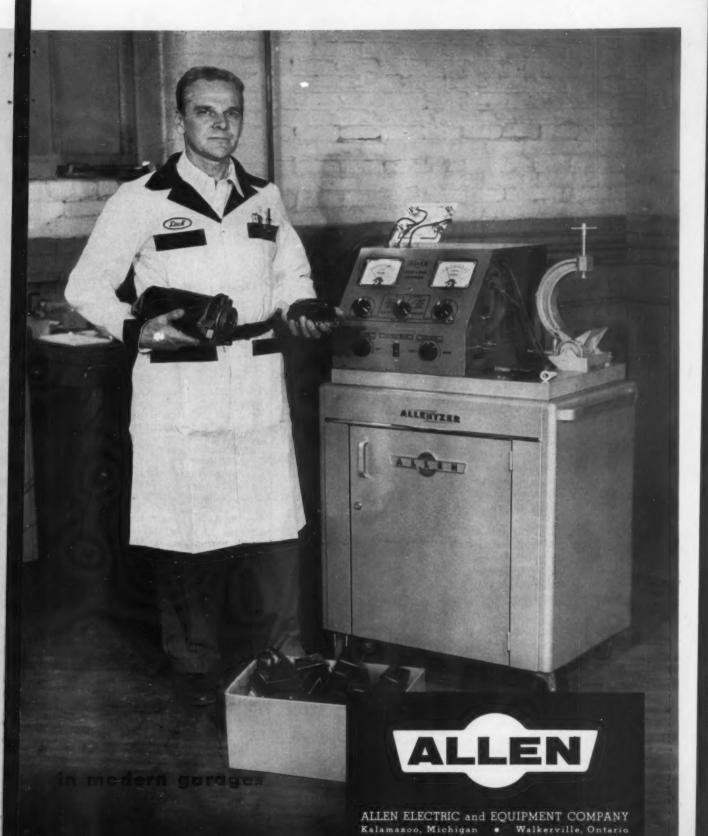
Compare the cost of new or rebuilt generators and regulators you've been paying for with the little time it will take you to do the same job on a new Allen Gen-Reg Test Bench. The difference can be the source of important new profit for you.



# IMPORTANT-

The key to more profitable tune-up

Now\_for the first time\_you can test generators without disassembly.

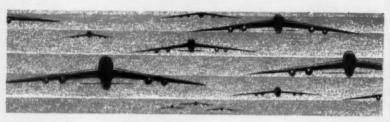


SOUTHERN AUTOMOTIVE JOURNAL for February 1958

Want more facts? Use Reader Service Card Page 118

95





### BIG FOUR LEADS AGAIN WITH EFFECTIVE

# AIR POWER

Through your finger tips flows the strength of a Hercules when you use Big Four's new Henderson Model P-58 with POWAIR-PAK. Never in history has tire changing been so effortless, so safe to the operator, so easy on the tire.

Yes, you'd expect Big Four, pioneer in tire changing machinery, to come up with so revolutionary a development. For the new POWAIR-PAK harnesses air pressure from your regular compressor to make child's play of breaking the most stubborn beads.

Expensive? Here's the most amazing part of the story. The new Model P-58 with POWAIR-PAK costs only a few dollars more than the average tire changer. And best of all, you will be able to buy the POWAIR-PAK alone to fit older model Air-lock Changers.



### FINGER-TIP CONTROL

It's as easy to work as the automatic shift on your car. Position No. 1 locks the rim. No. 2 breaks the beads. No. 3 releases rim or operates balancer.

Honestly, it's child's play. This little ten-yearold girl actually broke the beads on a stubborn 14-inch tire.

MODEL P-58 WITH POWAIR-PAK only \$7.20 per menth on easy Pay After Profit Purchase Plan (offer 10% down payment). (POWAIR-PAK available to fit older Henderson Air-leck Changers). Four other medels priced as law as....\$129.00 Slightly higher wast of Rockies.

Write for a demonstration at your door in a Big Four Mobile Showroom. No obligation.



BIG INDU

U. 8. Patents: 2,534,515 — 2,609,038 — 2,609,039 — 2,655,985. Other U. 8. and foreign patents pending.

INDUSTRIES, INC.
Dept. R, 5938 Carthage Court,
Cincinnati 12, Ohio

Instead of customary Christmas gifts for customers, four Tennessee wholesalers joined in giving a gift which they felt was more in the Christmas spirit. In photograph J. A. McCurry of McCurry Auto Parts is shown presenting a check for \$500 to the director of Kingswood School for underprivileged children and two of the children. Also pictured are (1, to r): J. Matthew "Hot Shot" Nelson of Holston Auto Supply Co., Kingsport and Rogersville: Fred Ault, Auto Parts Co., and Henry Adkins, manager of Automotive Service & Supply. The group also presented a similar check to the Tennessee-Virginia Cerebral Palsy Center at Kingsport.

# Licking Labor Turnover

(Continued from page 54)

At present, and until the fund exceeds the fixed ceiling, everything paid in by both the company and employes is deductible from federal taxable income.

"In setting up a pension plan," Schleeter warned, "it is highly advisable to call in an accountant who has had experience with this sort of thing and knows tax laws governing such a program. Otherwise you can work yourself into a lot of headaches."

All program funds go into a type of escrow account which the company cannot touch for any purpose other than carrying out the program. As is the case, it may be invested in conservative securities and mortgages, so that interest thereon adds substantially to the fund. Should the company go out of business or its owners sell or pass out of the picture in any manner, the pension fund remains intact for the benefit of all employes. It cannot be touched by litigation against the company.

If an employe quits before he retires he receives his earned share of the fund up to the date of his separation from the company, including whatever interest his share of the fund has earned.

When a man retires, he may draw his share in a lump sum, take it by the month over a period of a few years or string it out for the remainder of his liftetime in lesser monthly sums. The retired employe makes his choice.

In addition to his retirement pension, an employe also is covered by death and disability benefits. If he dies before retirement, his widow receives a substantial sum at once and then is paid what-



COLLINE

ESSO SERVICENTE



V-Belt sales and profits show big increase after switching to Gates

John F. Collins, Collins Service Station, Bristol, Conn., switched to Gates V-Belts a little more than a year ago, and has good reason to be glad he changed.

By using Gates station-tested merchandising methods, his V-Belt turnover and profits have increased substantially over previous years.

Says Mr. Collins: "With Gates good merchandising ideas and customers' ready acceptance of the Gates name, it's easy to make a substantial profit on V-belts.

"We find we are able to sell and install these finefitting belts in surprisingly quick time...without tying up station traffic."

The Gates Rubber Company, Denver, Colorado

World's Largest Maker of V-Belts

# Fast turnover boosts TBA profits...

Changing over to the top-profit Gates line is easy...and you won't lose a penny on your present stocks. Simply call your nearby Gates jobber, and let him handle the details.

Gates

Gates Vulco V-Belts

660

ever retirement benefits he will have earned, either in a lump sum or by the month over a period of

years, as she prefers.

If a man is permanently disabled. he receives monthly disability compensation in addition to his normal retirement earnings. If temporarily disabled, he receives regular compensation as long as he must remain away from his job. All of this is tied up in a single "bundle" with the pension program.

The program has done several

favorable things for this pioneer automobile company, Schleeter declared. It has reduced labor turnover, all the way from the janitor to the office secretaries, to where it has ceased to be a problem. Once an employe starts with the company and has been sold on the retirement program, there is practically no allure for him in the numerous industrial jobs in the Houston area, in spite of their retirement programs and fringe benefits.

By now, news of the program

has gone around, and the company has a long waiting list of desirable applicants for any job open through expansion or retirement of an old employe.

When a man starts to work, Schleeter gives him a booklet explaining in simple language details of the pension-retirement program. He may or may not understand all its features, but it sounds so good to him that he generally is sold on it.

"The older employes complete the selling job," Schleeter said. "A new employe is encouraged to ask questions about the program, so that soon he understands all phases of it and becomes a booster for it - and the company."

### New Mexico Dealers Set June 6-7 Convention

THE annual convention of the New Mexico Automotive Dealers Association will be held at Ruidoso June 6-7, at which a record gathering is expected, according to Convention Chairman Harry Pow-

Knox Converse of Converse Motors, Albuquerque, is president. General manager is Nelson T. Turner, who headquarters at Albuquerque.

The membership embraces most of the franchised dealers of New Mexico.

Appointment of George T. Humphrey, Jr., as general manager of the service-sales division of The Timken Roller Bearing Co. has been announced by W. B. Moore, vice-president in charge of sales. Humphrey started with the company in 1939 as a sales representative after attending Southern Methodist University and Texas University, where he studied methodist University. chanical engineering. He was named assistant branch manager of the Dallas office in 1949 and assistant general manager of the service-sales division in 1951.



# USERS LIKE Sure-Tite

Handiest and Speediest Stainless Steel Hose Clamps



### COLLARED SCREW HEAD Gives positive turning.

### Prevents screw driver slippage. DEEP-SLOTTED SCREW HEAD

Speeds up installation. Does not limit size of screw driver.



### Hirsig-Brantley Co.

Bruce T. Brantley, Gen. Mgr.
American National Bank Bidg.
Jacksonville 7, Florida

I Men Traveled—Kentucky, Tennessee, Alabama,
eeorgia, West Virginia, Virginia, North Carolina,
South Carolina, Florida, Mississippi

### ...loaded with PLUS FEATURES

- \* Patented one-piece housing spot-welded to band ... fused for greater strength.
- \* Housing recessed in band . . . assures uniform clamping pressure.
- \* Patented contour serrations . . . guarantee efficient gear action.
- \* Narrower, but heavier, band for greater flexibility and leakproof sealing.
- \* Stainless steel band, housing with hardened cadmium-plated screw.
- \* Clamp is detachable and "reattachable."

SURE-TITE was designed and is made by Wittek, specialists in many types of hose clamps for over 30 years . . . producing millions of clamps annually for automotive and aircraft manufacturers and other industries who demand and get superior engineering, design features, highest-quality materials, unequalled workmanship and unparalleled performance for leakproof hose connections.

# McClintock Sales, Inc.

8310

Sidney M. McClintock 2631 Commerce Street Dallas, Texas 4 Men Traveled — Texas, Oklahoma, Arkansas, Louisiana

WITTEK MANUFACTURING CO. . 4341 W. 24th Place . Chicago 23, Illinois



# Primer-Surfacer sanding race shows how to get jobs out faster with less labor!

To save costly shop time, test the sanding speed of your primer-surfacer. You'll get fast, easy sanding with no tearing or pulling when you use Du Pont Hi-Speed Lacquer-Type Primer-Surfacer. It actually gives the fastest sanding that can be obtained without sacrificing other important features. And what are these other features? Fast filling, fast drying, plus beautiful color holdout for high gloss with less rubbing. You'd save with Hi-Speed Primer-Surfacer even if it cost more. But since it reduces 2 to 1 (1 gal. gives 3 at the gun), it costs less than many so-called "bargain" primers. You save money with Du Pont Hi-Speed Primer-Surfacer every time!

Fast-drying Easy-sanding Money-saving



BETTER THINGS FOR BETTER LIVING

HI-SPEED PRIMER-SURFACER

(Lacquer-Type)

DU PONT REFINISHING MATERIALS

In the automotive service market...

# THERE'S NO BUSINESS LIKE CHEVROLET BUSINESS

MAKE YOUR CHEVROLET DEALER YOUR PARTNER IN SERVICE
...HE IS READY, WILLING AND ABLE TO SERVE YOU!



# BECAUSE.

There are more Chevrolets on the road than any other make—one out of every four.

# AND

Your Chevrolet dealer can be your one-stop source for genuine Chevrolet parts.

Yes, one out of every four ears and trucks on the road represents to

Your Chevrolet dealer is ready, willing and able to help you serve that market. You can make time a convenient, one-stop source for granular Chevrolet parts.

Genuine Chevrolet parts are built of the same high-quality materials and to the same rigid angineering standards as the original parts. They are made to work together—made for a Chevrolet.

Your Chevrolet dealer has available service aids that can help you give better and more profitable service to Chevrolet owners.

THE VIOLET DIVISION OF GENERAL MOTORS, DETROTT & MICHIGAN CHEVROLET





Moog Industries' B - E - A - M
(Brakes, Exhaust and Moog) program was presented to company
representatives at the annual sales
meeting held recently at the Chase
Hotel in St. Louis by (l. to r. in
photo) James B. Bushyhead, vicepresident in charge of sales;
Claude Suttles, sales manager;
Hubert P. Moog, chairman of the
board, and Hubert C. Moog, president. The program is explained in
an illustrated sales manual available to warehouse distributors and
jobber salesmen.

# To Sell, Talk Batteries

(Continued from page 55)

a sip of water from the glass, pointing out that during his wait that much current was consumed.

Starting the car takes more current from the battery. If the customer is driving at night, his head-lamps are using up current.

Suppose it starts raining and the customer sets his windshield wiper blades in motion—more current is used. Coleman measures amount by having the customer take another sip of water.

He then takes the empty glass and slowly fills it with water, illustrating that a car run over a highway for a long stretch of time is having its battery recharged.

"I have found this simple demonstration more effective than talking amperes and ohms, high discharge rate and low discharge rate. The glass of water shows how current is pulled out of the battery; the empty glass shows how current is put back in," continued Coleman.

"We tell him, too, that his battery is the heart and life of his car. If his battery goes dead, he is stuck. The car won't start, lights won't work, wiper blades go dead.

"In cases where customers have had their batteries 18 months we warn them they may expect trouble. Getting 18 months out of a battery is excellent service. We also remind them that we are here on hand 24 hours a day, at their beck and call any hour of the day or night. When others will be closed, we'll be on tap to help them."

This is in contrast to the mailorder house whose store hours are not accommodated to the customer's activity after his job. If something happens on a mail-orderhouse battery, the customer will have to meet store hours in order to get any service, Coleman reminds customers.

Attention DEALERS
YOURS FREEL NEW "GUARANTEPA **NEW "GUARANTEED"** Pabinet Sales-Making Display! Convenient Storage! Quick Inventory Check! With ALL Guaranteed Parts Merchandisers the Cabinets are always FREE to the Dealer. Your entire investment is in "Popular Profit Making" parts covering all 3 systems. See your GUARANTEED PARTS JOBBER for full details or write now to

PARTS CO. INC., Seneca Falls, N. Y.

Ignition Service Parts

J. L. McGovern (left), sales manager of Raybestos Division of Raybestos-Manhattan, Inc., is on hand to congratulate J. T. Ginocchio, Southwestern district manager, as he accepts a 25-year service certificate from General Manager W. S. Simpson. The certificate was awarded during a sales conference in Bridgeport, Conn.

TAO TAIL THE PARTY OF THE PARTY

"To sell our quality battery I point out that ours lists full standard ratings for 20 minutes, 20 hours, overcharge life of the battery, etc. Moreover, the name of the battery backs up the product with a guarantee of four years. We advise them that it is far more economical to buy a quality battery outright in replacing a weak battery than spend \$5 to \$8 in road service calls and charging."

About 85 cars are stored by Cathedral Garage and their batteries are checked once a month. Customers of long standing do not require any sales talk on replacements; they let Coleman decide when new batteries should be put in.

This puts the responsibility where this operator likes it.

For good battery life Cathedral Garage looks into spark plugs, points and recommends tune-ups. When cool weather sets in and all batteries are checked in the driveway and in storage, all those under three-fourths charged are taken up with the customers for recharging to avoid freeze-up. Recharging service volume is boosted by 25% by this practice.

Cathedral carries a stock of 100 batteries in all sizes at all times. Selling at list price, they offer no specials. All promotion is done by personal contact with the customer. There is no direct mail or hand-bill distribution.

"Talk to enough people about batteries and you will sell batteries," said Coleman. "The battery you sell today is the battery you brought to the customer's attention four months ago when you noticed his aging battery.

"Keep his battery in the forefront of his mind by inquiring about his gas mileage, how his car is running, how his car started this morning after you have taken the usual battery tests.

"You will sell more batteries than you ever sold before!"

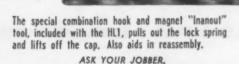
# REMOVE STUCK VALVE LIFTERS IN MINUTES INSTEAD OF HOURS

Yes, the new Lister HL1 Hydraulic Valve Lifter Tool will pull tightly frozen valve lifters from the block quickly and easily . . . will save hours on many tough jobs.

# **EXCLUSIVE FEATURES**

- Removes All types hydraulic valve lifters.
- Spring plunger unloads lifter as the tool is inserted.
- Slide hammer action gets the tough ones—screw puller takes the really tough ones.
- Lock-on rims expand in straight line—give positive attachment to all lifter sizes.

INCLUDED WITH THE HL1 IS THE "INANOUT" TOOL . . .



it's a good tool it's a

LISLE CORPORATION
BOX 1028 • CLARINDA, IOWA





# YOU GET A NEW with an REBUILT

\* EACH PART NEW OR RECONDITIONED \* NEW POWER

### ONE DAY INSTALLATION FOR ALL POPULAR MAKES

Assure yourself of sound, full power performance . . . get an exchange rebuilt engine. Come in and talk to us about your car.

### GET THIS POWERFUL POSTER FOR YOUR SHOP

A colorful 42" x 28" poster reproduction of this ad is now ready to help you sell exchange rebuilt engines. It does a terrific selling job when posted on windows and walls. Write Muskegon Piston Ring Company, Muskegon, Michigan today to get your free copies.



ENGINE GUARANTEE exchange

# ENGINE

\* TOP PERFORMANCE \* SAVE ON REPAIR BILLS

We Sell and Install Exchange Rebuilt Engines That Feature the Finest Piston Rings... Made by Muskegon Piston Ring Company... The Engine Builders' Source Since 1921.



# Oakite Names Baltzell Mid-South Manager

Victor L. Baltzell, for 15 years field representative in Dallas, Texas, for Oakite Products, Inc., has been chosen manager of the company's new Mid-South Division with headquarters in Louisville, Ky.

A graduate of Southwestern College in Kansas with a master's degree from Columbia University, Baltzell will be responsible for the field representatives and ware-

housing facilities in the areas of Nashville, Tenn., Little Rock, Ark., Knoxville, Louisville, Jackson, Miss., Shreveport and New Orleans, La., and Memphis.

### American Motors Offers Low-Priced Air Ride

A IR-COIL Ride," a low-priced air-suspension system combining air bellows with long coil springs, has been announced by American Motors Corp.

The new rear-wheel suspension



This Buick typifies the automotive industry's 1958 swing to more aluminum parts, according to Alcoa's annual auto-aluminum survey. Arrayed here are some of the 74 parts of this model totaling 116½ pounds. America's average car, according to Alcoa, utilizes 52.4 pounds of the light metal this year, a 29% increase over 1957.

went into production Jan. 20 and will be available as optional equipment on all Rambler and Ambassador models except the Rambler American. Cost will be \$98.50, according to Vice-President Roy Abernethy.

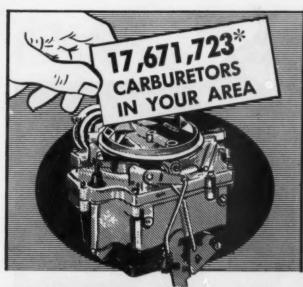
The American Motors system is the only one which combines springs with air bellows, Abernethy said, giving the car an auxiliary suspension system in the event of an emergency. Most of the weight of the car when empty is carried by the steel coil springs. As load is added air pressure increases automatically so that air springs carry the added weight to keep the car level.

Since additional weight is usually added to the rear of a car, the company decided to concentrate its air-suspension efforts on the rear wheels, Abernethy said, with the result that the cost is lower and the system less complex. Unit has only 16 air connections and a minimum of working parts, it was claimed, with no electrical solemoids or wiring to complicate the system.

### Missourians to Meet May 22

The 19th annual convention of the Missouri Automobile Dealers Association will take place in Kansas City at the Hotel Muehlebach May 22. Theme of the one-day meeting will be "An Old-Fashioned Revival of Profit."





#### GET YOUR SHARE OF REPLACEMENTS WITH THIS PROFIT-MAKING PROPOSITION

- . THE FINEST POSSIBLE REBUILT UNIT.
- . HANDSOME PROFIT ON EVERY EXCHANGE.
- · UNCONDITIONAL NEW UNIT GUARANTEE.

WE ALSO SELL DISTRIBUTORS AND VOLTAGE REGULATORS

SEND TODAY FOR CATALOGS AND PRICE SHEET!

AMERICAN CARBURETOR CO.

U S DEPT OF COMMERCE

232 13th AVE., NEWARK 3, N. J.

Here's ALL YOU NEED to REPAIR your HYDRAULIC JACK!



### JACK REPAIR KITS & JACK OIL

JACK-PACK repair kits contain easy-to-follow instructions and all the packings necessary to make your jack work like new. And, be sure to use JACK-PACK hydraulic jack oil. It's the only oil with complete instructions for filling and bleeding your jack on the can.

Save Money...Try a JACK-PACK!



- No more big jack repair bills.
- No more high freight charges.
- No more long equipment tie-ups.

Write today for free folder:

MFG. COMPANY

ORDER FROM YOUR JOBBER!



Top scientist makes miracle discovery!

CUTS BODY REPAIR COSTS



- EASY-TO-APPLY!
- RIG PROFIT MAKER!

PLASTIC FIBERGLASS FILLER



#### ...with the GRIP OF STEEL

MIRACLE BOND, amazing discovery of a leading research laboratory, surpasses all others as the all-purpose filler for auto body repairs.

New MIRACLE BOND is homogenized-will not separate! Guarantees a quality job at less cost! Gives all the advantages of expensive, time-consuming, old-fashioned fillers.

EASY TO APPLY—takes no special skill! SAVES TIME -no long waiting for it to harden . . . ready to sand in minutes to velvet smoothness! SAVES MONEY-3 pounds of Miracle Bond are equal to 20 pounds of old-type solder! VERSATILE -adheres to all surfaces . . . repairs all holes, dents and rips in metal, fiberglass, aluminum, wood and porcelain. LONG-LASTING-no corroding, rusting, checking or blistering . . . will not shrink or swell!

FREE SAMPLE! Write today on your letterhead for 1/4 lb. can of MIRACLE BOND. Test competitively! See amazing results. There's no equal to all-new MIRACLE BOND!

Buy from your jobber!

MIRACLE CHEMICAL CORP

100 S. FOURTH ST . MEMPHIS, TENNESSEE

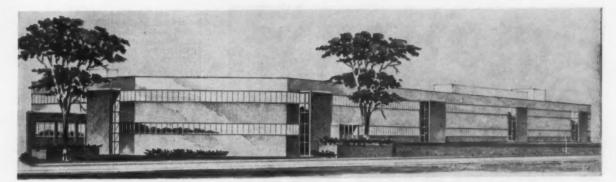


## first with the Million Mile All-Weather COIL ... first, again, with the All-Brass All-Weather SOLENOID

Again, Filko scores another first with a perfect start and go team for all-weather, heavy duty service! The new Filko Solenoid Switch is the first all-brass unit ever developed. Like the Million Mile Guaranteed All-Weather Coil, it typifies Filko's leadership, not only in ignition for the passenger car field, but also in the engineering of ignition for fleets, tractors, salt water marine and all other heavy duty applications.



Send for latest, complete Filko Ignition



This is an architect's sketch of the 385,000-square-foot addition to be constructed alongside Chevrolet Motor Division's automobile and truck assembly plant in Atlanta, Ga. Work has begun on the project, which is expected to require 18 to 24 months for completion.

#### Commercial Credit Corp. Names Duncan President

THOMAS A. Duncan has been elevated to the presidency of Commercial Credit Corp., according to Edmund L. Grimes, chairman of the board of Commercial Credit Co., who also announced the appointment of Samuel M. Chesney, James W. Newman and James P. Taylor as executive vice-presidents of the former.

Michael V. Kane, Everett W. Sara and Michael Sheehan have been elected senior vice-presidents, while Walter Browning, Thomas W. Church, Elmer L. Chesney, Murray M. Hotchkiss, Donald S. Jones and Herman Staton were reelected senior vice-presidents.

Duncan, a native of Kentucky and a graduate of the University of Kentucky, joined the company in 1925 and has spent almost his entire business career in various phases of its operations. Chesney was born in Baltimore, Md. He joined the company in 1920.

Newman is a native Washington, D. C., while Taylor was born in Greenville, S. C., and educated in Memphis, Tenn. schools. Taylor, who will be in charge of sales for the entire United States and Canada, formerly supervised the Northeastern and Southern territories and Canada. Both were employed in 1926. Sara will be in charge of the Southern territory and Kane the Western,

Michael Sheehan, born in Baltimore and graduated from Catholic University, was employed in the advertising department in 1935. He is now in charge of advertising and sales promotion.





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Attending Mohawk Rubber Co.'s recent sales meeting of Eastern and Southeastern representatives at Charlotte, N. C., were (l. to r.): F. W. Craft, R. D. Mitchell, M. E. Doss, C. M. Chambers, General Sales Manager Tom C. Johnson, G. C. Valentine, W. G. Mori, E. S. Barr, J. W. Raffield, W. L. Norman and E. J. Howe.

#### Atlanta Garagemen Reelect Reagin

H. F. "Rep" Reagin has been reelected president of the Atlanta unit of the Independent Garage Owners of Georgia.

Jack Hurd is the first vice-president, Robert Rainwater is second vice-president, Travis Vick is the new secretary and W. R. Stone was



President Reagin

chosen treasurer. Hurd and J. B. Rainwater were named delegates to the state convention, whose dates have not been set.

The ladies auxiliary of the Atlanta group has elected temporary officers, including Mrs. B. B. Blackburn as president.

#### Chevrolet Will Expand St. Louis Operation

A 44% EXPANSION of factory and office space at Chevrolet's assembly plant at Union Blvd. and Natural Bridge Ave. in St. Louis, Mo., has been announced by E. N. Cole, general manager of the Chevrolet Division of General Motors Corp.

Cole said the expansion is necessary to give the plant "more elbow room" and "greater flexibility" for operations. Automobiles and trucks are assembled at the plant, which currently employs 3,400 persons.

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All Grote Directional Signal Lamps are approved as Class A, Type I, where required. Specially designed plastic 4" lens will not fade or distort...lens shines extra bright regardless of mounting position. Baked black enameled body is heavy gauge rust-proofed steel. Stainless steel door with snug gasket seals out dust, moisture. Single screw fastening on door for easy bulb replacement. Available in 14 complete signal set combinations with manual or self-cancelling switches,

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THE GROFE MANUFACTURING CO., INC., Bellevue, Ky. . Opposite Cincinnati

#### Texan Tries Loan-Outs To Spur Truck Sales

THE old problem of supplying a service customer with a car while his own is under repair is being solved to an advantage by Craig Motor Co. (Dodge) of Brownfield, Texas.

Instead of providing the customer with a used car or demonstrator, Craig supplies the "carless" with a Dodge pickup, whether he be rancher or professional man.

Word of mouth praise from recipients of the service is bringing in more and more potential truck customers for the firm, according to Dodge Division of Chrysler Corp.

#### Richard C. Williams Retires at Du Pont

RICHARD C. "Red" Williams, national automotive sales manager of E. I. du Pont de Nemours and Co.'s Fabrics and Finishes Department, retired Jan. 31 after more than 40 years with the company.

Williams, who joined the company in 1917 as a chemist, went to Detroit in the early 1920s to introduce the newly - developed "Duco" nitrocellulose lacquers to the automobile industry. In the '30s he introduced the synthetic resin enamels and in the '50s "Lucite" acrylic lacquers.

He was born in Doncaster, Md., and graduated from the University of Maryland in 1914.

#### Exide Elevates Andres In the Southwest

A PPOINTMENT of N. F. Andres as sales manager for Exide Batteries in the Southwestern region, with offices in Dallas, Texas, has been announced by William Miller, sales manager of the Exide Automotive Division, Cleveland, O.

Andres was formerly district sales manager in southern and central Texas, covering Houston and other major cities from San Antonio.

#### Tri-City Floridians Form

Palatka, Crescent City and Hastings (Fla.) dealers have organized the Tri-City Automotive Dealers Association and elected E. M. Bainbridge, E. M. Bainbridge Pontiac, Palatka, president. L. M. Jeter of Jeter's Auto Sales (Willys), Palatka, is vice-president and secretary-treasurer.



#### **NEEDED: 55,000 MECHANICS A YEAR!**

By PHILIP B. HOPKINS

Director, Service Development and Training Chrysler Corp., Detroit

For many years the number of motor vehicles has been increasing faster than the supply of mechanics to service them.

The industry has not been unaware of the situation—both manufacturer and dealer have taken a number of steps to stimulate the recruiting of service personnel. But our efforts have fallen short.

In 1950 we had 48,600,000 cars and trucks on the road and 670,-000 mechanics to maintain and repair them. That's a ratio of one



Excerpts from an address before a service session preceding the opening of the annual convention of the National Automobile Dealers Association at Miami Beach. Fla., last month. He has been with Chrysler Corp. for more than 24 years and started his automotive career after duty with the U. S. Navy in World War I.

mechanic for every 73 vehicles. Today we have 67,200,000 vehicles and approximately 775,000 mechanics—a ratio of one to 87.

To bring us up to the 1950 ratio—which I believe is close to being an ideal ratio—we would need a total of over 920,000 mechanics—nearly 150,000 more than we now have!

There's no use kidding ourselves. We have a crucial shortage and there's every indication it's going to get worse. You as dealers and service managers and we on the manufacturing end of the business face a real challenge. Whether individual dealers—and the industry as a whole - stay healthy and prosperous will depend upon how successful we are in recruiting and training mechanics. For only with an adequate force of competent, well-trained servicemen can we give the kind of service the American car buyer demands and needs: only in this way can the dealer maintain a well-balanced and consistently profitable business.

Since the end of the postwar seller's market, it has been demonstrated time after time that the dealer who is successful in this highly competitive business is one who builds service volume as well as sales volume.

As you know, a service department that makes a profit takes the pressure off the sales end of the dealer's business. It gives him more stability and makes it possible to offer attractive deals to his customers even in the face of intense price competition. Service profits put him in a sound trading position by reducing the unab-



P. O. BOX 6170

MONKEY GRIP SALES CO.

DALLAS, TEXAS

sorbed overhead expenses he has to cover in the price of his cars.

And service in itself can be a potent selling point. With the present emphasis on price in the sale of cars, we sometimes forget that there are thousands of thoughtful buyers who put service close to the top of their list when they are shopping for a new car. Frequently the quality of the dealer's service is the factor that determines whether a sale is made or lost.

Service helps boost sales in another important way. The consistently successful dealer builds sales volume by building business reputation. He wins some of this reputation through fair dealing. But he also wins reputation by providing first-rate repair and maintenance of the cars he sells. The automobile buyer becomes a satisfied customer when he recognizes his dealer as a man who will stand behind and take care of the important product he merchandises. And it's the satisfied customer who almost always comes back when he's in the market for another car.

#### Why Buyers Return

A recent survey found that 94% of all car buyers will return to the same dealer if they get good service—and only 21% if the service is poor. . . .

Most franchised dealers are up against stiff competition from independent garages and service stations in bidding for the motorist's business. A survey made last summer for Look Magazine found that only 23% — less than one-fourth—of the automotive repair jobs were performed by dealers. Thirty-six per cent of the jobs were done by independent garages, 26% by service stations and 15% by the car owners themselves.

In 14 out of 77 categories of car repairs and adjustments, independent garages got a higher percentage of business than did the dealers. Only in the repair and adjustment of automatic transmissions and power steering units did the motorists show a clear preference for the dealer's service.

Looking at this survey in another way, it seems clear that the dealer faces intense competition from independent garages and service stations not only for the car owner's patronage but also in the hiring of mechanics and service managers. And there is little doubt that the competition for help among all kinds of service establishments will get hotter in the

years immediately ahead as the shortage of mechanics gets worse.

As I've mentioned, we now have 67,200,000 vehicles on the road and about 775,000 mechanics to service them—a ratio of one to 87. It has been estimated that by 1967 we will have in excess of 85 million trucks and cars. If we are to maintain the present one-to-87 ratio over the next ten years, we will have to increase our force of mechanics at a rate of more than 20,000 a year. However, in recent years our force of mechanics has

increased by 10,000 to 12,000 annually—only half the number we need!

When I say we need at least 20,000 more mechanics a year, I'm referring to a net increase. To that figure we have to add 15,000 to 20,000 men to replace those who will leave the trade each year because of death, retirement, promotion or other reasons. Adding the two figures, we find that we will have to recruit from 35,000 to 40,000 mechanics each year be-

(Continued on page 116)



#### Tractor Bolts with Induction-Hardened Heads

Here are key strong points in America's gigantic highway building program.

Lamson & Sessions Tractor Bolts and Hi Nuts have teamed up for 22 years to keep the "work-horses" of the earth-moving equipment rolling. Tractors, bulldozers, scrapers, power shovels and other heavy equipment need the heat-treated, induction-hardened strength of Lamson Tractor

Bolt assemblies to help accomplish the toughest "face-lifting" job in our history.

So before breakdowns occur forward-looking contractors will have a ready supply of Lamson & Sessions Tractor Bolts and Hi Nuts available. Leading automotive distributors have them on hand—or write the factory direct for the name of your nearest distributor. Use the handy coupon.

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Alemite corrects all unbalance right on the car-at operating speeds up to 100 m.p.h.! Registers vibrations as small as 2/1000 of an inch at all speeds!

- ★ Choice of three models-1¼ h.p. single spinner, 2½ h.p. double spinner, 5 h.p. heavy-duty truck spinner.
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# BALANCER WITH EXCLUSIVE hand strobe light



## ALEMITE, Dept. AW-28 1850 Diversey Parkway, Chicago 14, Illinois Please send me Wheel Balancer Catalog. Please arrange for free wheel balancer demonstration.

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SOUTHERN AUTOMOTIVE JOURNAL for February 1958

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115

design! All parts, including weights, are

carried in one compact, rugged, easy-to-

#### Needed: 55,000 Mechanics

(Continued from page 113)

tween now and 1967.

If we were to attain the 1950 ratio of one mechanic per 73 vehicles by 1967, we would have to have a total of 1,165,000 mechanics, or a net gain of almost 400,000. That means we would have to recruit from 55,000 to 60,000 a year!

In these facts we can see that the entire automobile industry has a tremendous job to do in rekindling the interest of the nation's young men in the automotive service business. But population estimates for the decade ahead show us the real size of our task.

In the next ten years employers in all areas of business will be hard-pressed to find the employes they need. The Census Bureau says that in the decade ending in 1965, the population as a whole will increase by 28 million, but the number of people between the ages of 25 and 44 will actually decrease. This means our country, with a rapidly growing population,

will require many more goods and services, but it will have fewer people of working age to provide these goods and services.

Young men coming of age over the next ten years will have a wide variety of employment opportunities, and competition for their services is going to be intense in all parts of the economy and in all parts of the country.

The problem of recruiting and training service technicians is one of the industry's most pressing challenges. It is a challenge that can be met only through the combined efforts of manufacturers and dealers working in close cooperation with the nation's vocational educators.

And it is imperative that we redouble our efforts without delay. I cannot overemphasize this point. For only by taking vigorous action now can the automobile business hope to attract enough young men to the mechanics trade to meet the service needs of the American motorist in the decade ahead. Only by taking action now can we hope to recruit a force of mechanics large enough to service the cars we will put on the road.

And only by providing top-quality service for the cars we build and sell can we maintain the confidence of the American public in this great industry of ours.

This 12-story structure in downtown Chicago, renamed "The Maremont Building," now houses Maremont Automotive Products, Inc., and was purchased by employes' profit-sharing trust and the company's profit-sharing pension plan. The building is being completely renovated and the company will use five floors for its national executive offices. Purchase price and cost of improvements approximate \$1,250,000.





#### INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products mentioned in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on parts, equipment, accessories or services, just insert the appropriate key numbers of the New Product or Booklet listings in which you are interested. For more information on advertisements, just indicate the page number on which it appears.

Be sure to print or write legibly your name and address drop it in the nearest mail box and

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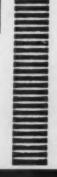
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101 WRITE FOR CURTIS LITERATURE
ASSEMBLY KIT C-6—Gives full information on Curtis Air Compressors, Curtis
Car Washers and Curtis Auto Lifts. Curtis
Pneumatic Machinery Division of Curtis Mfg.
Co., 1938 Kienlen Avenue, St. Louis 20, Mo.

103 SAMPLES, BOOKLETS, AND CAT-Handi-Cleaner available on request. Banite Company, Banite Bidg., Buffalo, N. Y.

104 VENTILATED CUSHIONS — Full Koeshions, including program on Kool Koeshions, including handsome wire display rack, 4-page full color catalog, other advertising on complete Kool Kooshion line. Kool Koeshion Mfg. Co., Dyersburg, Tenn.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and
air-over-hydraulic air braking systems. Contains an explanation of the operation of the
Wagner Rotary Air Compressor complete
with diagrams, cross section drawings, and
photographs. Lists by catalog numbers component parts as well as field installation kits.
Write for Catalog KU-201, Wagner Electric
Corporation, 6362 Plymouth Avenue, St.
Louis 14, Missouri.

106 CAP MERCHANDISER—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits, Ask for detailed information, Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

107 TOOLS—"Seven Step" booklet aids body repair man in modernizing his present repair equipment or shows him how to purchase equipment in various steps until a full set has been purchased, H. K. Porter, Inc., 74 Foley St., Somerville, Mass.

108 1957 EDITION OF 12 VOLT ELEC-GER CARS — Contains description of 12volt automotive electrical equipment used on 1957 model cars, giving special emphasis to the new external adjustment type distributor and the enclosed shift lever type cranking motor. Recommendations for periodic servicing, checking and adjusting of the charging, starting and ignition systems are discussed. Special section devoted to trouble shooting of 12-volt electrical equipment, Technical Literature Section, Delco-Remy Div., Anderson, Ind.

109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT — Catalogs, describing the Ammco line of brake drum lathes, brake shoe setting gages, brake hones, brake bleeders, brake asfety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

111 SELECTION GUIDE OF SPECIALup in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-308, Alemite Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

112 SOUND SLIDE FILM—Entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

113 NEW BRAKES & TIPS ON TROU-BLE SHOOTING—A 24-page Grey-Rock booklet giving service information on brakes used on 1959 cars including the selfadjusting brake used on Mercury and the new Edsel, and the total contact brake used on cars in the Chrysler Corporation line. Also includes trouble shooting information on brakes on all cars, including older models. Grey-Rock, Manheim, Pa.

114 32 REASONS FOR OIL CONSUMP-TRON—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

116 TOOLS FOR AUTOMATIC TRANS-Instrated instructions for aervicing Olds, Cadillac, Pontine, Lincoln, Nash, Hudson, Kaiser, Fraser, Ford, Mercury and Ohevrolet automatic transmissions are shown in a catalog supplement offered by Blackhawk Hand Tools, New Britain, Conn.

117 AUTOMOTIVE ELECTRICAL EQUIP-MENT CATALOG NO. D-200—Applies to automobiles, trucks, trailers, farm and industrial equipment. New 64-page catalog covers entire field of automotive switches, connectors, wiring accessories, etc. Voltage ratings are clearly specified in large type for all awitches, and other units, Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

118 BRAKE SERVICE GUIDE—Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411, Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

119 RAMCO SERVICE MANUAL — 5th data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120 NEW GRIZZLY BOOK — Nine basic steps to extra miles of safe braking. Illustrated charts enable maintenance men to visualize faulty braking conditions and help them in trouble shooting and servicing truck and bus brakes, Grizzly Mfg. Co., 700 W. Caroline St., Paulding, Ohio.

121 SALES AIDS AND MERCHANDISER CATALOG, FORM D-227 — Features a complete line of quality automotive elec-

trical equipment mounted on effective "Business Getting" displays. This colorful 8-page catalog covers the entire field of switches, connectors, voltage reducers, etc. for automotive truck, trailer, bus, marine, farm, earth-mover and industrial equipment. Ode-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

122 TIRE RETRUING — An illustrated bulletin about this newest extra profit service, Describes Bear "On-A-Car" Service which makes possible tire retruing right onthe-car. Explains method using most advance truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

123 AERO-SEAL HOSE CLAMPS—An illustrated 4-page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breeze Corps., Inc., 700 Liberty Ave., Union, N. J.

125 STANDARD DUTY GENERATOR REGULATORS—A 16-page 8½ z 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

127 HYDRAULIC BRAKE FLUID SERV.
FLUSH, EEFILL, BLEED—Easy reference
book that contains helpful service instructions as well as detailed descriptions an
illustrations of the latest methods and procedures for profitably servicing hydraulic
braking systems. Send for Bulletin HU-17H,
Wagner Electric Corporation, 6362 Plymouth
Avenue, St. Louis 14, Missouri.

129 TOOLS FOR FORDOMATIC AND MERCOMATIC TRANSMISSIONS—
New 12-page catalog giving complete instructions with illustrations for all tools necessary to adjust and overhaul Fordomatic and Mercomatic transmissions. New Britain Hand Tools, New Britain Machine Co., New Britain, Conn.

130 VALVE CATALOG—A new 166 page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., Battle Creek, Mich.

133 CATALOG NO. 56 — Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book, Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 MOOG BINGLINEE—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

137 DELCO-REMY ELECTRICAL SERV-ICE—A 20-page 8½x11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

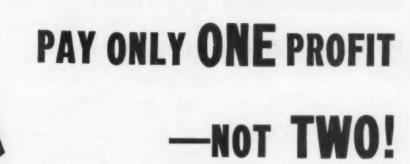
138 PLUG CHEK—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tools is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Toledo 1, Ohio.

139 AIR COOLED ENGINE VALVES—A complete 8-page & cover catalog of valves for air-cooled engines and locks, first offered by any replacement valve manufacturer. Lists replacement valves for leading manufacturers of engines used for powering lawmowers, garden tractors, mixers, conveyors, pumps, combines, industrial engines, refrigeration units. Rich Mfg. Corp., Battle Creek, Mich.

140 PRESSURIZED COOLING SYSTEM Servicing and maintenance of the pressurized cooling system is detailed in a booklet available for Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

141 MOOG STREAMLINER CATALOG— Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tile rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Esston Ave., St. Louis 14, Mo.

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JOBBERS, buy from THE REBUILDER who makes his own lining (that's us) and save the DOUBLE MARK-UP! Incidentally, we are the only REBUILDER in the Southeast who makes his own Brake Lining—and we make our Adhesives and Shoe-Preps too!

We believe this is why our quarterly Sales have exceeded the previous year for SIXTEEN CONSECUTIVE TIMES! Switch to SOUTH-ERN DOUBLE=LOCK Bonded Brake Shoes and go places with us in 1958!

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#### BOOKLETS FREE!

142 1958 MUFFLEE CATALOG SUPmufflers and dual exhaust equipment for cach model of 1958 cars. Grand Automotive Products, 2055 N. Ruby St., Melrose Park, Illinois.

144 BADIATOE SERVICING EQUIPprint For Profits' explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebrasks.

145 WHAT'S THE BIG DEAL IN TIRES dealers and service station owners how 3000 tire dealers all over the country are making more money on tires than they ever thought possible! How by buying direct-from-factory with the strongest backing in the industry; written unconditional road hazard guarantees up to 36 months, plus lifetime warranty. Vanderbilt dealers make more friends and build solidly for future business with an on-the-spot, no-red-tape, honor system adjustment policy. Vanderbilt Tire & Rubber Corp., 419 Fourth Ave., New York 16, N. Y.

147 NEW LIGHTING SPECIFICATIONS
BOOKLET—Illustrated 12 pages lists
all the new American Trucking Association
recommendations. Gives uniform specifications for wiring and lighting of commercial
vehicles. Write to Signal-Stat Corp., 528
Kent Ave., Brooklyn 11, N. Y.

149 TIRE & TUBE REPAIR MATE-RIALS are listed in this new 12-page catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight. Acc Rubber Co., P. O. Box 6147, Dallas, Texas.

152 MODEL 911 BOOKEE ARM REPAC-Procedures are contained in this bulletin. Also, advantage features of the Rocker Arm Resurfacer are clearly defined.—Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

154 BLUEPRINT FOR PROFIT — A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up.—Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb.

155 HOW TO SELL MORE OIL, OIL FILTERS, LUBRICATIONS & TBA ITEMS — 12-page illustrated booklet gives profitable tips on increasing your sales and making every customer a happy customer. Pullman Vacuum Cleaner Corp., 25 Buick St., Boston 15, Mass.

156 BONDO PLASTIC PIBERGLASS PASTE DIRECTION FOLDER—8 pages of easy-to-follow, how-to-do a better body repair job with this "miracle body filler that hardens like rock." Easily, quickly and conveniently applied, Bondo permanently restores surfaces "like new" for automotive, marine and industrial repairs of metals, wood, stone and concrete. Bondo Div., Jaycee Chemical Corp., 1104 Forest Road, Northford, Conn.

159 CONNECTING ROD RECONDITIONling—Bulletin for automotive shops describing a new simplified method of grinding and honing connecting red caps and bearing bores. It gives operation details and full information about the new model 125 Rodmaster connecting rod grinding and honing machine. The new machine tool fits in small space on a bench and is fast and accurate. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

161 COMPLETE REBUILT LINE — A 122-page catalog covering a complete line of top quality rebuilt products for au-

tomotive and tractor units is now available to both present and prospective users of the Kimco line, For all information write Kimco Auto Products, 1520 Texas St., Memphis, Tenn.

162 BONDO SERVICE BOOKLET—ILLUSTRATED—Describes in complete
detail application and uses of plastic-fibreglass paste for the auto body repair—show
ing different types of repair work and advantages and how to save time on body work.
Bondo Div., Jaycee Chemical Corp., Northford, Conn.

163 TIRE TOOL CATALOG—Sheets show ing specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

164 AIRTEX FUEL PUMPS — New and rebuilt fael pumps, Oatalog AX-70. Airtex Automotive Div., Inc., Fairfield, Ill.

166 CYLINDER HEAD STOCK REMOV-AL CHART—A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

168 CRANKSHAFT GRINDER MANUAL A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 15-A Orankshaft Grinder, It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 15-A Orankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2325 Burbank St., Dallas, Texas.

169 ADVANTAGES OF PILT - 0 - REG COMBINATION FUEL PRESSURE REGULATOR-FILTER — On every gasoline engine, Solves carburetor troubles caused by excessive fuel pump pressure. Explained in a new bulletin. Write Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

170 TO TRUE OR NOT TO TRUE—8page illustrated booklet gives practical advantages of tire truing. Shows you how tire rounding increases tire mileage and how this cau be a profitable business for you. Bee-Line Co., Davenport, Iowa.

171 ILLUSTRATED CATALOG of test equipment for 6 and 12-volt Auto-motive Testing and Servicing. Allen Electric & Equipment Co., 2101 N. Pitcher St., Kalamazoo, Mich.

172 A-1919 FUEL PUMP SHOP MANing, repair, installation and removal of fuel and vacuum pumps. E. Jambor, AC Spark Plug Div., Flint 2, Mich.

173 HYDRAULIC PARTS—Complete masfeis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1957. Eis Automotive Corp., Middletown, Conn.

175 A-1920 SPARK PLUG SHOP MAN-UAL — Contains inspection, cleaning and installation procedures as well as spark plug heat range system. E. Jambor, AC Spark Plug Division, Flint 2, Mich.

177 A-2356 SERVICE TIPS BOOKLET tion. E. Jambor, AC Spark Plug Div., Flint 2, Mich.

178 A-2416 OIL FILTEE INSTALLA-E. Jambor, AC Spark Plug Div., Flint 2, Mich.

179 A-2446 CHART—(In full color) Illustrating "What Your Spark Plugs Can Tell You About Your Engine."— E. Jambor, AC Spark Plug-Div., Filnt 2, Mich.

180 THE LAMSON NO. 56-A AUTOMOvised, illustrated reference book of fasteners used daily by automotive maintenance men including Plated Cap Screws and Nuts—Brass Nuts, Expansion Plugs, Assortments, Brake Lining Fasteners, Bumper Bolts, Tapping Screws, Flat and Lock Washers, Truck Wheel Studs, Stove Bolts, Cotter Pins and many other items, List prices, dimensions and carton quantities are given, Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio.

181 WHEEL COVER CATALOG NO. 57— Covers complete line of wheel covers in sizes to fit 14", 15" and 16" wheels. Namsco, Inc., 383 31st Ave., Bellwood, Ill.

185 SERVICE ENGINEERING BROof 14 Service Engineering articles covering
oil consumption problems, ring problems, oil
control problems peculiar to the modern high
compression-high vacuum engines, piston and
piston ring nomenclature and several articles on scuffed rings and how to avoid
scuffing and scoring. Perfect Circle Corp.,
Hagerstown, Ind.

187 BRAKE PRODUCTS — Booklet gives you 20 pages full information on how Raybestos products lick heat and wear problems. Includes the stops in the Raybestos 7-point brake check. Raybestos Div., Bridgeport 2, Conn.

188 ELECTRICAL TUNE-UP TESTING
BEQUIPMENT CATALOG NO. 100
DB—Gives full information on each testing
equipment item in the entire Herbrand line.
Includes details on such items as Power
Timing Lights, Compression Gauges, Neon
Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

189 GENERAL PAINTING INSTRUCof passenger cars or commercial vehicles in lacquer or enamel finish. Gives full details for any surface including preparation of same, Dittler Color Division, 8000 W. Chicago Ave., Detroit 4, Mich.

190 COOLING SYSTEM CLEANING —
Maintenance an Open Door to Greater Profits," describes Jenny Steam Thoro-Purge
the most modern and thorough method of
reverse flushing cooling systems; also shows
increased profits possible from its use. Write
for Bulletin STP-5. Homestead Valve Manufacturing Co., P. O. Box 99, Coraopolis, Pa.

191 VMC GENERATOR — New 12-page generator, starter, and armature specification and application folder for passenger cars and trucks including 1957 models. The VMO System, Atlanta 18, Ga.

193 WIRE & CABLE CATALOG — A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.

194 TWIN POST LIFT WHREL ALIGM-MENT OUTFIT — Illustrated 8-page catalog, shows how this equipment does not limit floor space, shows how anyone can do wheel alignment and points out fast reading advantages. Weaver Mfg. Co., Springfield, Ill.

195 NEW OATALOG—Material on Yanror line. Locking mirror heads are featured,
as well as new painted Pacesetters and 24
Karat Gold Plated Pacesetters. Ask for
catalog sheets 56001-4. Kalamazoo punched
for filing. Yankee Metal Products Corp.,
Norwalk, Conn.

196 AIE COMPRESSOR CATALOG—
Twenty-page catalog gives detailed instructions on how to select a compressor. Also includes specifications and information on various type of compressors, components and accessories. Ask for Catalog Ne. 784-2, Weaver Mig. Co., Springfield, Ill.

197 SPARK PLUGS — Condensed fourpage specification folder for passenger cars, including 1986 models. The Electric Auto-Lite Co., Toledo 1, Ohio.

198 SERVICE JACK CATALOG PAGE—
Model WA-66, 1¼-ton and 1½-ton sorvices jacks are fully described. Light weight of these models makes them ideal for road service trucks and away from shop service. Includes complete specifications. Weaver Mfg. Co., Springfield, Ill.

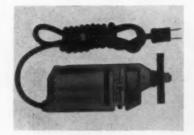


#### NEW PRODUCTS AND CATALOGS

#### 700-Electric Buffer

A slow-speed, heavy-duty electric buffer, especially adapted for buffing tubeless tires and tubes in prepara-tion for repairing punctures, has been introduced by H. B. Egan Mfg. Co., Muskogee, Okla.

The fine-wire brush will thoroughly clean and roughen repairing area,



while slow-speed motor will not cause the rubber to be scorched or burned, it was claimed. Motor is equipped with an electronic balanced armature to give longer wear through reduced vibration. Greaseless hous-ings encase both ends of reducing gears. Buffer is available with either 2-wire or 3-wire conductor cords.

Want more info? Use coupon on page 118 and you will get it!

#### 701—Sealant Applicator

An applicator gun with a flexible, synthetic material tip for controlled spreading of sealant has been announced by Permatex Co., Inc., 300 Broadway, Huntington Station, N. Y. By squeezing handle, gun pumps

ready-to-spread sealant through the tip, which will not damage sensi-tive surfaces, it was claimed. Serrations on the top make spreading easier by ridging sealant as it comes from gun. A ribbon of sealant re-portedly can be laid down in neat, even widths or in beads. Trimming the tip with a knife adapts it to narrower bead requirements. Leaks and spillage are prevented because tip seals itself after each application. tip Gun may be used with Super "300",
"Form-A-Gasket," "Stick-N-Seal," "Form-A-Gasket," "Stick-N-Seal," aviation "Form-A-Gasket" and other

Permatex products.

Want more info? Use coupon on page 118 and you will get it!

#### 702-Thickness Gauge

A thickness gauge marked in thousandths of an inch and in metric equivalents has been announced by Klopp Engineering, Inc., 35551

Schoolcraft Road, Livonia, Mich. Containing 25 thickness blades .0015" (.04 mm) through .035" (.89

mm), the "No. 722" has a wide range of uses for the automotive mechanic

American and foreign cars. Want more info? Use coupon on page 118 and you will get it!

#### 703—Seat Cushions

"Cushion Air" seat cushions of coil wire construction to withstand crush-ing weight have been announced by Ace Rubber Co., 2325 Chestnut St., Dallas, Texas.

The line consists of the regular size, a king size and a "half across," two of which cover the entire car seat and accommodate three passengers. Two plastic-coated fabrics, tweed and plastic-coated fabrics, tweed and striped, are tailored to eliminate all puckering and crawling, it was claimed. All sizes in both coverings are made in red, green, blue and

Want more info? Use coupon on page 118 and you will get it!



#### 704—Generator Bearing

A noiseless generator bearing with nylon separator, reportedly designed to eliminate the basic cause of ball bearing failure in high-speed applications, has been announced by L & S Bearing Co., P. O. Box 995, Oklahoma City, Okla.

The "3203" bearing uses a lightweight nylon separator of precision



design to insure smoother, quieter running and longer life, it was claimed. Raceways are constructed of SAE 52100 electric furnace steel, while heat treating, grinding and final assembly are laboratory controlled. The same construction is also available with single and double shield as well as a seal type, the manufacturer said.

manufacturer said.

Want more info? Use coupon on page 118 and you will get it!

#### 705-Gas Tank Caps

Non-vented gas caps, as well as other type caps for gas tank and radiator, have been announced by Stant Mfg. Co., Inc., 1620 Columbia Ave., Connersville, Ind.

Illustration shows non-vented caps required to prevent leakage in 1958



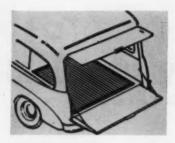
Chevrolets and Pontiacs. "G-38" fenderwell type is of zinc-plated steel with "floating seal" construction to fit size "A" with standard cams for use only on cars having self-vented tanks. The "G-81" non-vented "pressto-lock" type is also for use only on cars having self-vented tanks.

Want more info? Use coupon on page 118 and you will get it!

#### 706—Station Wagon Mat

A floor mat designed to fit the rear load deck of all make and model station wagons, to protect floor surfaces from wear and tear and cushion shock, has been announced by Doan Mfg. Corp., 1761 London Road, Cleveland 12, O.

Extra large, 45" x 48", mat is also



useful in the garage in front of workbench or to protect floor from car grease and oil.

Want more info? Use coupon on page 118 and you will get it!

#### 707-Wet Storage Battery

A non-acid wet storage battery, designed primarily for the commercial and industrial user, containing a non-acid mineral in solution in the battery fluid and said to eliminate completely corrosion and accident hazard, has been announced by Sinco Products, Inc., P. O. Box 5215, Beacon Hill Station, San Antonio 1, Texas.

Other advantages claimed are low fluid evaporation, increased cell amperage, higher recovery, longer spark plug life, improved acceleration and whiter lights. It is recharged the same as batteries containing acid, according to the manufacturer.

cording to the manufacturer.

Want more info? Use coupon on page 118 and you will get it!



### Make sure YOUR customers have

• WORLD BESTOS "PF" (Prescribed Friction) brake lining helps build your reputation as a brake specialist . . . it's the safest, most dependable lining you can put on any car.

#### here's why ...

WORLD BESTOS "PF" dry-mix brake lining sets are made up from 7 different friction formulas... to give you exactly the Right Combination of friction qualities you need for every car that comes into your shop. Prescribed Friction sets give your customers longer lining life, positive fade control, quick recovery and Safe Stopping Power for today's hazardous driving conditions.

Get full details and prices-Call your World Bestos Distributor



#### 708-Valve Seat Puller

Valve seat puller, said to remove valve seat rings set at an angle in valve-in-head engines as easily as any other valve seat ring, has been intro-duced by Bishman Mfg. Co., Osseo,

The yoke is built in 3 parts. The 2 legs can be reversed to give a wide or narrow spread to fit the head or block being worked on. Cross piece holding the removing tool can be swiveled to any angle and locked in position. pilot is provided to locate the tool in correct relation to the valve stem guide so that the puller head will be accurately centered. Removing points are expanded under the ring, which

is then pulled out without marring the counterbore by tightening the lower hex nut. Tool is furnished with 2 puller heads providing a range from 11/8" to 2" inside diameter. Additional heads for inside diameters fro 15/16" to 3¼" are available. Want more info? Use coupon on inside diameters from

page 118 and you will get it!

#### 709—Ignition Analyzer

An oscilloscope designed for automotive engine analysis and featuring the multi-line or raster presentation and Signal-Clip technique, previously offered only on its TV-type "Engin-Scope," has been announced by Allen B. Du Mont Laboratories, Inc., 750



Bloomfield Ave., Clifton, N. J. Less expensive than the "Engin-Scope" because its use is restricted to ignition analysis, the "Ignition-Scope" is aimed at small service stations and garages that limit their endeavors to light tune-up work. Light patterns on its television-like picture screen allow the unit to pinpoint in-stantly a wide variety of ignition troubles including fouled, misfiring, shorted or open spark plugs, defective coils, condensers, wiring and switches, worn distributor cam and shaft bearings and burned distributor points, it was claimed.

Want more info? Use coupon on page 118 and you will get it!

#### 710-Wheel Balancers

"De Luxe" wheel balancers, featuring spinner with one-lever control, a choice of power units, and a new, faster, versatile "Kwiklok" wheel adapter, have been introduced by Hunter Engineering Co., Hunter Ave. and Ladue Road, St. Louis 24, Mo.

Spinner is available in a choice of power ratings in single- and dual-



motor combinations-11/4, 11/2, 21/2 and 3hp-for balancing passenger car and light truck wheels. Additional power changes may be made without returning the unit to the factory, it was claimed. Single-lever "Spin-Stop" control both starts and stops the spinning of the wheel. With foot motor-control pedal on the rear of spinner, operator, while standing, can spin car wheels and show the cus-tomer the unbalanced condition need-ing correction. "Kwiklok" wheel ing correction. "Kwiklok" wheel adapter fits 13" through 16" diameter wheels. Special legs for wire and foreign wheels are available.
Want more info? Use coupon on

page 118 and you will get it! (More New Products on page 128)

## STOPPING POWER

Save Shop Time - WORLD **BESTOS Bonded Brake Shoe** Sets save installation time—help you build service volume.

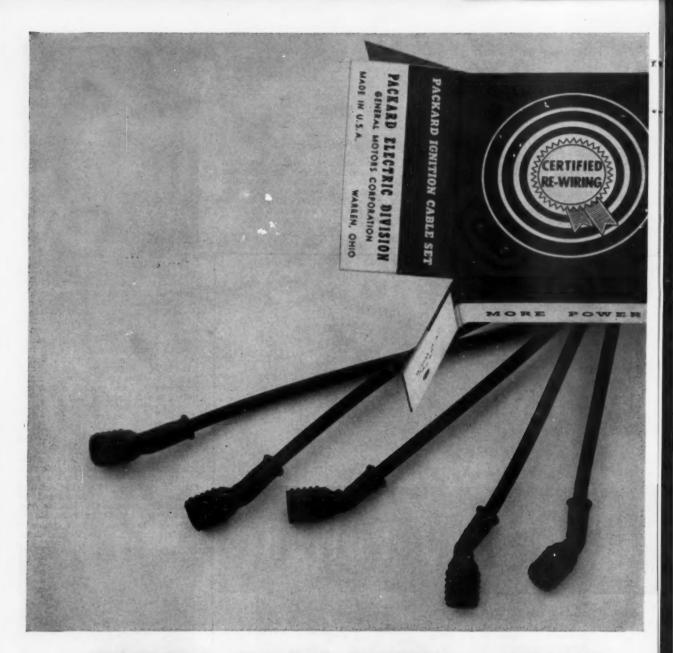
"PF" bonded brake shoes are available in clearly labeled, packaged, 4-piece, single axle sets for all passenger cars.

"PF" Segments also are packaged in 4-piece, single axle sets for riveting or bonding.



or write direct to WORLD BESTOS, NEW CASTLE, INDIANA

BESTOS



## QUICK, EASY INSTALLATION

Complete packaged ignition wiring sets with spark plug protectors and terminals attached make installation of Packard T.V.R.S. cable fast and easy.

Packard T.V.R.S. ignition cable has a nonmetallic conductor that does two jobs simultaneously: It carries the electricity that makes the spark. And it eliminates broadcasting interference to car radios and nearby television sets. In addition, it offers increased spark plug life. T.V.R.S. ignition cable was used on many cars built in the last few years and is original equipment on more cars today than any other cable. This means there's a big replacement potential. Since no spot suppression can equal its performance, it's easy to sell as an improvement feature on cars not factory-equipped with T.V.R.S.

Ignition cable sets, like all other products in the Packard line, are designed for faster, easier



## EXCLUSIVE T.V.R.S. IGNITION CABLE SETS GO ON FASTER AND EASIER, MEAN MORE PROFIT FOR YOU

use. It's Packard's way of helping you to more profit from *every* job. Available everywhere through the United Motors System.



Packard T.V.R.S. cable also comes on 100-ft. spools in handy cartons with separate terminals and illustrated instructions for making fast trouble-free attachments.



"Live Wire" division of General Motors

#### **New Products**

(Continued from page 125)

#### 711—Waste Basket

"Rubbermaid Kar Litter Basket," designed for under the dashboard to help keep the car clean, keep litter off the highways and to serve other handy uses, has been introduced by The Wooster Rubber Co. Wooster O.

handy uses, has been introduced by The Wooster Rubber Co., Wooster, O. Unbreakable, rustproof and dentproof, basket has an adjustable



bracket for hanging on the passenger side panel. Dimensions are  $11'' \times 434'' \times 1136''$ .

Want more info? Use coupon on page 118 and you will get it!

#### 712-Drive Tool

A ½" power drive tool featuring 15% more power and a new triggermounted "Select-Air" regulator, said to enable mechanics to select quickly the power needed for every job, has been announced by Ingersoll-Rand Co., 11 Broadway, New York 4, N. Y. Measuring 6" over-all, with a 1%" side to center distance, the 5-lb.

Measuring 6" over-all, with a 136" side to center distance, the 5-lb. tool also features a simple-to-operate sliding reverse valve for easy and instant reversing, a protective rubber nose to seal out dirt and a contoured handle to provide a comfortable tool to hold. It will handle work up to ½" bolt size and the "Select-Air" feature makes it possible to run small nuts and screws without thread-stripping and breakage.

Want more info? Use coupon on page 118 and you will get it!



#### 713-Throttle Control

Remote throttle control, said to maintain complete control of engine rpm from any part of the vehicle and from up to 12½' away, has been announced by Allen Electric & Equipment Co., 2101-2117 N. Pitcher St., Kalamagon, Mich.

Kalamazoo, Mich.
With tool throttle can be advanced or retarded instantly, or adjusted precisely and held at any engine rpm with complete accuracy, it was claimed. A pushbutton release built into the handle enables the operator to return engine speed instantly to normal idle. Aircraft-type control cable is long enough to permit oneman operation on all service jobs that

require variable control of engine.
Want more info? Use coupon on
page 118 and you will get it!

#### 714—Brake Shoe Catalog

A revised edition of its brake shoe catalog, including complete listings of its bonded brake shoe sets for trucks and passenger cars, featuring a handy chart on interchangeable shoes and containing 42 clear illustrations of various shoes with numerical and alphabetical listings, has been published by National Brake Block Corp., 37-17 57th St., Woodside 77, N. Y.

Want more info? Use coupon on page 118 and you will get it!

## Now you can do something about ball-joints that won't "play ball"

## NEW <u>ADJUSTABLE</u> BALL JOINT TUNE-UP KIT

A simple adjustment with an Allen wrench eliminates slack in front-end assemblies resulting from lower ball-joint looseness!

Here's the answer to car owners' complaints about excessive tire wear and wobbly steering caused by loose ball-joints.

This new Moog kit solves these problems by making Ford lower ball-joints adjustable. You "tune" the front-end to the exact degree of tightness desired with a twist of an Allen wrench. Positive lock prevents stud end-play. Assures perfect contact between stud head and seat at all times. Caster and camber cannot change due to stud movement—even while auto is in motion.

#### ENCOURAGES PERIODIC UNDER-CAR "TUNE-UP"

When installing the K-890, suggest to the car owner that he returns to you for a 10,000 mile "tune-up." At that time, if needed, you can adjust

out any ball-joint looseness caused by wear (and check for other needed under-car repairs). A custom adjustment of the ball-joint is possible, accurate to within .001 of an inch. You "tune" the ball-joint for perfect performance!

Kit K-890 is an exclusive Moog design and quality built. The steel used is 2½ times the thickness of the cap on original equipment. Another example of a Moog part designed and built to do a better job than the part it replaces.

See your Moog Jobber for the K-890. And find out about the many other Moog chassis and suspension parts he offers to help your shop "Get on the BEAM"—a new program for increasing undercar profits. Moog Industries, Inc., St. Louis 14, Mo.

#### 715-Lamp Chart

An 18-page, multicolor, "flip-style" 1958 "Lamp and Flasher Serv-icing Guide," listing complete lamp and flasher specifications for all do mestic passenger-car and truck mod-els from 1940 through 1958, including a section devoted to American lamp specifications for late-model foreign and sports cars, plus sections detailing the recommended methods to be used in installing and aiming replacement sealed beam headlamps in both 2-lamp and 4-headlamp systems, has been announced by Tung-Sol Electric, Inc., 95 Eighth Ave., Newark 4.
Want more info? Use coupon on page 118 and you will get it!

#### 716-Nut Accumulator

A nut accumulator, which with a power wrench can spin 10 nuts off and back on again without their being touched by hand, has been introduced by Albertson & Co., Inc., 3100

Lowell Ave., Sioux City, Iowa.

Device will hold 10 ¾" or 13/16" hex nuts, either 7/16" or ½" thread.

The center stem with its load of nuts is easily removed and another empty is easily removed and another empty stem installed in its place. With the "Pelican" plus one extra stem, 20 nuts can be removed and replaced; with 2 extra stems, 30 nuts, etc. It may be used with any air or electric power wrench with ½" or 56" drive. It has a simple mechanism with few



moving parts and cannot be damaged by overloading, the firm said, Want more info? Use coupon on page 118 and you will get it!

#### 717—Bushing Mandrel

A bushing expander mandrel to cover the .900" to 960" size range, designed for use with the "AL-12" expander and recommended particular-ly for Ford, Mercury and Lincoln con-rods using wrist pin size .912", has been announced by Sunnen Prod-

nas been announced by Sunner Products Co., 7910 Manchester Ave., St. Louis 17, Mo.

In use, the bushing is pressed into the rod eye, after which the rod is placed on the mandrel. The expander bit then squeezes the bushing into the rod eye, resulting in perfect contact and backing to prevent the bushing from working loose during en-gine operation, according to the company

Want more info? Use coupon on page 118 and you will get it!

#### 718—Battery Charger

A medium-priced mobile fast battery charger, using silicon rectifiers and carrying a 5-year unconditional guarantee, has been announced by Exide Automotive Division, P. O. Box 6266, Cleveland 1, O.

Advantages claimed for silicon rectifiers are that they last longer,



operate more efficiently, do not age in use and, being hermetically sealed, are impervious to dust, oil and acid

Want more info? Use coupon on page 118 and you will get it!



#### 719-Air Conditioner

A compact air conditioner that mounts under the dash and can be transferred from one car to another, to be offered as a dealer-installed accessory for about \$300 plus mounting charges, has been announced by Chevrolet Motor Division, General Motors Corp., General Motors Bldg., Detroit 2, Mich. Measuring 17" long and 8" wide,

cooling unit and fan console



mount under the dash. Compressor and condenser are under the hood. The "Cool Pack" is designed to fit all 1958 and some older model Chevrolet cars and some light-duty trucks. Four adjustable air outlets at front and sides of the console assure adequate distribution of cool air. Temperature

is controlled automatically by a hot gas bypass valve. An electric clutch engages the compressor only when cooling is required. Complete installation weighs about 104 lbs. and can be installed in approximately 3½

Want more info? Use coupon on page 118 and you will get it!

#### 720-Cylinder Cup

A wheel cylinder cup, designed for modern brake systems and said to be

modern brake systems and said to be impervious to excessive heat, has been introduced by Signal-Stat Corp., 523-539 Kent Ave., Brooklyn 11, N.Y. "Coni-Seal" features a cone at its center which immediately directs the fluid to the base and sides of the cup, the state of the cup. achieving an even, all-around tension



of the cup lips against the cylinder wall, it was claimed. The leak-proof seal reportedly eliminates the need for expanders, enabling brakes to release much faster and precluding the possibility of "brake drag." The self-compensating cone enables cup to adapt to cylinder wall wear, permit-ting it to be used in almost all worn, out-of-round and oversized honed cylinders, the manufacturer said. Other advantages claimed are that the cups reduce the need for bleeding by preventing air from entering the hydraulic system, and that they will not leak even when line pressure is low. The cone accommodates all springs, including those detached from expanders, and automatically keeps them centered, according to the company.

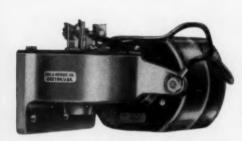
Want more info? Use coupon on page 118 and you will get it!

#### 721—Rubber Lubricant

"Hush" rubber lubricant, packed in 6-oz. instant spray aerosol container to fit in glove compartment, has been announced by Garry Laboratories, Inc., Buffalo 10, N. Y.

Easy to use, product instantly hushes squeaks in doors, trunks, spring covers, steering columns and all rubber components in automo-biles, it was claimed. It also stops binding and sticking of car windows and prevents weatherstripping from sticking or freezing, the manufacturer

Want more info? Use coupon on page 118 and you will get it!



#### 3月:13: DRIVEN FL fe and Reliable ALTERNATING WARNING SIGNAL CONTROL

- For school busses and emergency vehicles.
- Extra heavy duty 6, 12 or 24 volt
- With or without hammertoned box and with operating switches.
- For quiet, weatherproof and vibration free operation.
- Units conform to SAE recommended standards.

When ordering specify electrical load and voltage.

All units built for top performance. See your local C-H jobber or write Cole-Hersee direct for additional information.





#### 722—Floor Mats

Custom-contoured, one-piece floor mats, designed to provide maximum protection for all Ford, General Motors and Chrysler cars from 1955, have been announced by Starlight Mfg. Co., 665 North Edinburgh Ave., Los Angeles 48, Calif.

Manufactured of 100% new rubber compound in harmonizing colors, mats feature ribs and grip nodes on underside to prevent slippage or creeping, heavy built-in driver's heel pad, deep ribbing designed for easy cleaning and longer wear and to catch and hold mud, rain, etc. Matching rear mats are also available.

Want more info? Use coupon on page 118 and you will get it!

#### 723—Tune-Up Hoist

"Hang-Over" tune-up hoist, said to put the mechanic literally on top of



the engine, has been introduced by Robinair Mfg. Corp., 28635 Mound Road, Warren, Mich. Putting crowded "engine room" at

workbench level, hoist is the answer to getting at hard-to-reach distributo getting at hard-to-reach distribu-tors, carburetor linkage, heater com-ponents, etc., according to the com-pany. It also reportedly puts an end to "sight unseen" adjustments. Want more info? Use coupon on

page 118 and you will get it!

#### 724—Pressure Regulator

"Filt-O-Reg" fuel pressure regulators in 3 pre-set pressure models, each set to reduce fuel system overpressure and maintain a constant, maximum pre-set fuel pressure on the carburetor needle valve and seat under all speeds, loads, altitudes and extreme weather temperatures, have been introduced by Alondra Sales, Inc., 959 Crenshaw Blvd., Los An-geles 19, Calif.

Models include 3psi heavy-duty model for high-horsepower passenger-car engines with 2- and 4-barrel carburetors and for heavy-duty trucks; 2psi standard model for general use on most engines with fuel pressure systems and 4psi for use on smaller engines with gravity fuel feed. All models are equipped with a special magnet to trap iron oxide and are available with or without a filter.

Want more info? Use coupon on page 118 and you will get it!

#### 725-Lifting Data File

A data file booklet summarizing car-lifting tests performed on all 1958 models in its Philadelphia laboratory on all types of hoists-singlepost and 2-post free wheel, 4-post electric, roll-on and "Frame-Kontact"-and containing facsimiles of actual reports made by research en-gineers covering chassis and body design, weight distribution, wheelbase and tread dimensions and underbody pick-up points recommended by certain car manufacturers, concluding that all cars can be handled on all hoist types, has been published by Globe Hoist Co., E. Mermaid Lane at Queen St., Philadelphia 18, Pa.

Want more info? Use coupon on page 118 and you will get it!

#### 726—Fiberglass Filler

An all-purpose fiberglass filler for car body repairs, said to be com-pletely homogenized to guarantee no

separation, has been announced by Miracle Chemical Corp., 100 S. Fourth St., Memphis, Tenn. "Miracle Bond" reportedly dries hard enough to sand in a short time and when "Quik-Set" is added—supplied with every can of the product—the hardening time is reduced to minutes, it was claimed.

Want more info? Use coupon on page 118 and you will get it!



Tractors with BASIC PACKAGE

#### Sleeve Assembly Sets

There is great consumer demand for these dependable BASIC SLEEVE ASSEMBLY SETS for tractors and trucks that increase power, extend life of engines and cut cost of gas and oil.

Garages and repair shops everywhere make more money on both labor and parts with precision-built BASIC. There is no costly fitting . . . no reboring . . . no wasted time. Old sleeves are driven out . . . new, improved BASIC is pressed in easily, quickly and PROFITABLY. Overbore sizes for most tractors assure your customers more compression . . . more displacement . . . more power for much better engine performance and more economical operation.



- Up to 20% More Power
- Life
- Savings on Gas and Oll

From America's foremost manufacturers come pistons, pins, rings and sleeves . . . all precisely engineered to fit **EXACTLY** in the original



BASIC SLEEVE ASSEMBLY SETS are packaged complete ready for prompt rush shipments to meet your Spring repair needs on most popular makes of tractors and trucks. Materials and workmanship fully guaranteed against any risk on your part. Order now from any of these associated warehouses.

J. B. Cook Auto Machine Co. 1503 McGavok St. Nashvii Nashville, Tenn.

H-M Parts Company
Kansas City, Mo. 2617-23 Warwick

Jehhers Service, Inc. 523 Simpson St., N. W. Atlanta 13, Ga.

Manufacturers Warehouse Corporation
Monroe St. Fort Worth, Texas

National Automotive Parts Warehouse Co. 1701 Moury St. Houston, Texas

Southwest Automotive Warehouse 1611 Avenue G

Southern Bearing & Parts Co. 500 N. College St. Charlotte 1, N. C.

Tools & Parts Warehouse, Inc. 2516 Commerce St Dallas 26. Toxas

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#### 727—Trim Assortment

An assortment for trim and upholstering installations, consisting of its "No. 10" portable electric "Positive Clutch Scrugun" and a variety of bits and sockets, has been announced by Black & Decker Mfg. Co., E. Joppa Rd., Towson 4, Md.
Included in the assortment is a

magnetic bit tip holder, 3 magnetic



bits for Nos. 1, 2 and 3 Phillips head screws, a square-drive adapter, 3 hex sockets, 5/16", %" and 7/16", and a bit and finder assembly for driving slotted head screws. With these at tachments, all assembly work can be done in convertible top installation, paneling, upholstering, glass place-ment, etc., the manufacturer said. Want more info? Use coupon on

page 118 and you will get it!

#### 728—Spring Controls

Pneumatic spring controls for installation as overload or stabilizing units on 1958 Chevrolets, Pontiacs, Cadillacs, Lincolns and Thunderbirds have been announced by Air Lift Co., 2330 W. Main St., Lansing 2, Mich. Units consist of heavy butyl cham-

bers which fit inside the coil springs and inflate with air to bear against the coils, eliminating all "bottoming" on bumps and stopping sway, sag and dip on curves, turns and stops, the company said. Air pressure can be adjusted to compensate for overloads or to restore original riding level in cases of weakened springs. For installation as rear overload supports on cars with leaf springs, units come equipped with coils and brackets to mount between leaf springs and frame. Use of extension air hoses permits adjustment of pressure at rear bumper and convenient release of pressure for normal ride when not overloading.

Want more info? Use coupon on page 118 and you will get it!

#### 729—Brake Shoe Holders

Two brake shoe holders for use with its "Brake Dokters" have been introduced by Barrett Equipment Co.,

21st & Cass, St. Louis 6, Mo. The "No. 49-2" center-plane holder rigidly holds the shoes in position on "Brake Dokters," it was claimed. The "No. 490" positioner is designed for use on all Bendix brake assemblies, including cars equipped with the Oldsmobile-type backing plates.
Want more info? Use coupon on

page 118 and you will get it!

#### 730-Testing Equipment

Automotive test equipment, including an oscilloscope ignition analyzer, an electrical tester for 6- and 12-volt an electrical tester for 6- and 12-voit systems, a vacuum pressure gauge and an exhaust gas analyzer, has been announced by Allen B. Du Mont Laboratories, Inc., 750 Bloom-

field Ave., Clifton, N. J.

The "IgnitionScope" features the
company's "EnginScope" multi-line
presentation and "SignalClip" technique. The electrical tester gives complete measurements of all voltages and currents in vehicles, while vacuum pressure gauge measures intake manifold vacuum and fuel pump pressure. Exhaust gas analyzer indicates over-all performance of the fuel system operation.

A mobile stand, which may be purchased separately, or with one or two drawers and an instrument rack, provides a sloping-shelf mounting for

testing equipment and accessories.

Want more info? Use coupon on page 118 and you will get it!

#### 731—Generator

A low cut-in generator and its com-panion regulator, both heavy-duty units, reportedly designed to withunits, reportedly designed to with-stand the rigors of service on police stand the rights of service on poince cars and other commercial vehicles, has been announced by American Bosch Division, American Bosch Arma Corp., Springfield, Mass. Armature windings are bonded to

their slots by a heat-resisting plastic.
Want more info? Use coupon on page 118 and you will get it!

Quick starts down to 65° BELOW for Diesel and gasoline

engines



SPRAY STARTING FLUID, with the propellent used in the pressurized can, insures quick starts for Diesel and gasoline engines in temperatures as low as 65° F. below zero and withstands 180° F. heat. This combustible propellent was developed after two years of research. SPRAY STARTING FLUID pressurized with our inert propellent is absolutely safe and odorless in storage. SPRAY STARTING FLUID is sold through distributors, wholesalers and their dealers located throughout the United States and Canada.

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Vice-President Ford

#### Economy Fears Unfounded, Says Benson Ford

The present state of our general economy is creating a great deal more apprehension and nervousness than is warranted, according to Benson Ford, vice-president of Ford Motor Co. and chairman of the company's dealer policy board.

To Ford dealers attending the 41st annual convention of the National Automobile Dealers Association in Miami Beach last month, he said that although we are experiencing some decline in business activity, "too many people tend to forget that we have been through such pauses before and then gone on to push the economy to the next higher notch.

"Each time a pause came," he said, "there have been cases of fearfulness and doubt, of prosperity jitters. But thus far, the worst fears have never been realized. Instead, these pauses have proven to be a wholesome time of readjustment—a sort of shifting into second gear when the pace was getting a little too fast."

Ford said that while it is natural that people with reduced incomes should postpone purchases, the buying power of only a small percentage of consumers has been reduced in the present decline. There is serious evidence that many people who have no reduction in buying power are sitting back "waiting to see which way the economy will turn before they venture into the market place.

"The problem in any decline is to prevent it from becoming cumulative, to keep a fear psychology from taking hold. Maintenance of consumer spending is important, for a decline in spending means a lower level of income which generates an even lower level of spending, and so on."



70% Faster Hook-Up 90% Faster Take-Down Exclusive with P-F



Simply "push-and-twist" to engage Speed Midget's EZ-E-ON tubing and attachments . . "twist-and-puil" to release. Beats old-fashioned screw on attachments in stop-watch test!

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Just 30 pump strokes for full ram extension of the powerful 4 Ton Jack. ... 6-½ strokes per-inch ram travel. Proved faster in on-the-job tests! Double filter screen plus wiper ring on ram keeps dirt out and increases life of unit. Built in relief valve prevents damage from overloading. Here's the modern body and fender repair equipment that gives you a real competitive advantage on every job you tackle! With advanced-design Speed Midget Attachments you can actually save more time on 90% of your operations . . . get more work out per manhour . . . make more profitable estimates. There's a Speed Midget set to meet the needs of every body shop. For example: a low-cost, 20-piece P-F 10 "Start-A" Set that you can add to as you wish. Get full details on Speed Midget efficiency. Mail coupon for Free Illustrated Catalog or order from your favorite jobber.

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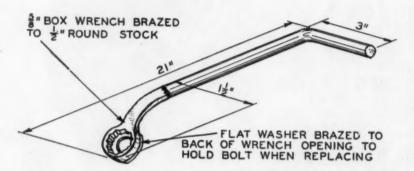
CITY\_

Want more facts? Use Reader Service Card Page 118

STATE



#### TIME SAVERS



#### Making Wrench to Repair Nash Transmission

THE top starter bolt on the 6cylinder Nash Ambassador equipped with automatic transmission is almost impossible to remove and replace without a special wrench.

To make one, I cut a box wrench in two and, using the \( \frac{\pi}{8}'' \) end, a flat washer and a piece of \( \frac{\pi}{2}'' \) round stock, I made a wrench as shown in the illustration. It does

the job. — Victor McGee, 1111 Ridgeway Street, Mayfield, Kentucky.

#### Soldering Small Parts When Held in Vise

When soldering small parts that must be held in a vise, especially if they are made of copper or brass, the vise rapidly draws the heat from the work and soldering iron, often making the job difficult.

On such jobs try putting thin, hard cardboard or two or three layers of hard, slick paper between the work and the jaws of the vise. You will be amazed at the difference it makes. — Victor McGee, 1111 Ridgeway Street, Mayfield, Kentucky.



Sure I use Tramco parts! I look to Tramco for the exact engineering specifications so important for Automatic Transmission Repairs. The handy carton, labeled for easy identification, puts the necessary parts for any job at my fingertips. For safe, sure, fast repairs, it's Tramco for me.

> ERIC A. NELSON Nelson's Auto Service 207-20 Jamaica Ave. Queens Village, N. Y.

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For All Automatic Transmissions

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will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga.

#### Replacing Condenser In an Emergency

As an emergency measure on road service, a good substitute for a worthless condenser may be obtained by connecting the radio condenser over the distributor terminal of the coil and disconnecting old condenser.

This will insure good performance of the car, since the radio condenser has approximately the same capacity as the ignition condenser.—James D. Martin, Service

Manager, c/o Jack Hughes Motors, San Marcos, Texas.

#### Eliminating Door Noises By Applying Silicone

A PPLYING silicone to door rubber weatherstrip is a sure way of eliminating a lot of door noises.

This lets the door move freely on bumpy roads instead of moving in short jerks, which cause rattles.—James D. Martin, Service Manager, c/o Jack Hughes Motors, San Marcos, Texas.

#### Replacing Signal Switch On Chrysler Products

To save at least one hour on the time-consuming job of replacing the turn signal switch located in the housing beneath the steering wheel on Chrysler products, do this:

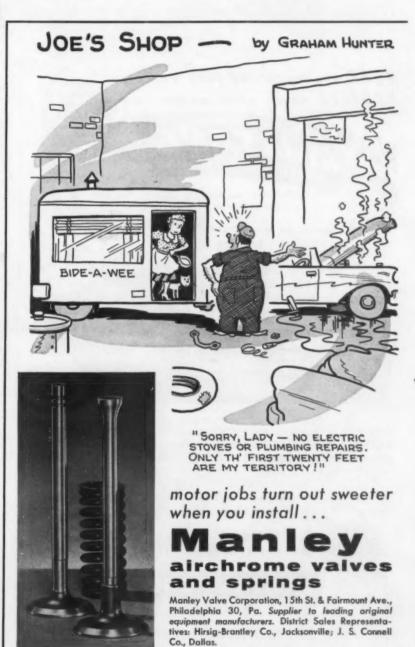
Remove the steering wheel, signal arm, screws that hold switch in place and disconnect wires at junction. Pull switch and wires up about four inches. Turn switch upside down and straighten all but two of the metal clips that hold it together. Next, very carefully straighten all the clips on a new switch, remove metal cover and carefully lay the remainder on the level part of car seat.

From the broken switch remove the other two clips and the metal cover, finally taking out the broken part. From new parts on the seat, replace the ones removed and replace the original metal cover, bending clips securely in place. Pull wire ends and switch down in place and install screws. The rest is easy.—William M. Knight, Winnsboro, South Carolina.

#### Installing Spark Plugs With Old Sockets

Here is how old-type 13/16 sockets may be used for holding spark plugs securely when installing or removing them:

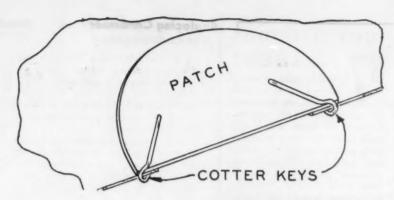
With a screwdriver, push the small end of a rubber nipple, such as goes on plug wire on top of distributor, into the socket. It will bottom just right to hold plugs, preventing them from being dropped and broken.—Earle L. Allen, Allen Motors, Jacksonville, Texas.



#### Holding Fender Welds With Cotter Keys

COTTER keys serve us as a quick clamp when welding or soldering small plates or patches on fenders or panels. (See illustration.)

Of course, they don't replace the vise grips or clamps, but are good little helpers and are used where the clamps may be too heavy or rough.—G. Lynch, George's Garage, 70 Woodfin Avenue, Asheville, North Carolina.





Profit-making opportunities are tremendous for those handling and installing nationally-famous MUSTANG REPLACEMENT ENGINES. Nationwide acceptance, complete lines, superior quality, sensational performance and enthusiastic customer satisfaction enable dealers to build more volume . . . more profits faster and easier. The remarkable, trouble-free MUSTANG is precision-built through and through

MUSTANG is precision-built through and through with premium quality parts.

Ask your jobber for FREE LITERATURE and complete MUSTANG PROFIT STORY

MUSTANG ENGINES Garland

#### Removing Oil Pressure On Ford Products

It is almost impossible to remove the oil pressure engine unit on Ford products when it is located between the oil filter and a lot of other things and has to be removed from underneath the car, even though there is a special wrench made for the purpose.

With the wrench in place on the brass square, there is never room to turn it. However, there is an easy way, provided the unit is known to be defective and will not be used again. Remove the round outer part of unit with a quick pry from a long screwdriver. This will expose the brass square and allow plenty of room to remove it with a 9/16" square socket and ratchet. Should a square socket not be available, a 56" 12-point makes a good substitute.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

#### Removing End Bearing Of Generator Plate

When bearing trouble occurs on late-model Ford generators, it often happens that the small bearing on the commutator end sticks in the end plate.

The quickest remedy is to replace both bearing and plate, but sometimes a new plate cannot be obtained. In such cases, where the end plate is made of pressed steel it is an easy matter to remove the bearing and save the plate.

Close examination will disclose a projecting bit of metal at the rear center of the plate. This bit can be cut off with a sharp chisel and this will allow room for use of a small punch to drive out the bearing. A small amount of solder will close the hole in the plate and prevent dust from entering the bearing. — Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.



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## What's the SHOP VOLUME TREND?

Next month SAJ will report how volume is running this year in the shops of franchised car dealers and independent garages, as well as what changes are being made — or contemplated — in the customer labor rate charge.

Read SOUTHERN AUTOMOTIVE JOURNAL every month and keep up with the times. Use the convenient coupon on page 142 to enter or renew your subscription.

## on the By 2058 (give or take a few years) there should be plenty of automotive

And you can bet your bottom dollar that WARCO

activity on lunar highways and byways

### MOOR

will be there, because dealers everywhere know that whatever the climate or terrain, the Warco line of quality automotive chemicals can be depended on for extra profits with extra safety.

#### WARCO S.A.E.70R1 HEAVY DUTY HYDRAULIC BRAKE FLUID



Approved by States with Brake Fluid Ordinances

S.A.E.70R1 for use in trucks, tractors, buses, and for passenger cars when recommended by manufacturer.

WARCO S.A.E.70R2 MODERATE DUTY HYDRAULIC BRAKE

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HYDRAULIC BRAKE FLUIDS
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Available in: 12 oz., Pint, Quart, Gallon, 5 Gallon and 54 Gallon Drums.

#### WARCO AUTOMATIC TRANSMISSION FLUID-TYPE A

A laboratory tested product that mixes perfectly with original equipment type A fluids.

Available in: Quart, Gallon, 5 Gallon and 54 Gallon Drums.

Write for our catalog now!



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#### GM'S "Aim to Live" Push Gains Public Favor

REACTIONS to General Motors' "Aim to Live" campaign to save lives on streets and highways at night indicate it is winning the endorsement of public officials and safety leaders, according to the company.

The campaign, announced Jan. 8 by President Harlow H. Curtice, is designed to educate and encourage the public in the reduction of night-time traffic hazards through proper aiming and inspection of headlights and by safe night driving practices. The night driving toll in the United States last year amounted to more than 20,000 lives.

The corporation said the National Safety Council had given the program its "enthusiastic commendation and support." G. C. Stewart, executive vice-president of the council, said that body found plans for the program "to be in accord with the council's doctrines on night driving."

Governor Abraham A. Ribicoff of Connecticut, endorsing the campaign, said it was "encouraging to note that the automobile industry

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GUNK DEGREASER

The Original Self-

**Emulsifying Solvent** 

continues to be alert to the urgent necessity of promoting safety on American highways."

The program is directed at urging every motorist to have his headlights aimed immediately and then have them inspected twice a year; encouraging motorists to observe the "dimming" rule on streets and highways, and alerting drivers to limit their speed at night so they can stop safely within the vision distance their headlights afford.

#### Willys Will Produce Jeeps "Down Under"

A ustralia has approved a plan submitted by Willys to manufacture jeep vehicles in that country, according to Edgar F. Kaiser, president of Kaiser Industries Corp and Willys Motors, Inc.

A new company, Willys Motors Australia Pty., Ltd., has been formed with an authorized capital of 1,000,000 Australian pounds (\$2,225,000) to be owned one-half by Willys' Australian distributors and one-half by Willys.

It is estimated that approximately 25 to 30% Australian parts content will be used in the initial

production period, Kaiser said. This percentage will be increased progressively over the next two-and-a-half-year period following the plan approved by the government.

80

4

#### Raleigh, N. C., Dealers Name Willis Thompson

New president of the Raleigh (N. C.) Automobile Dealers Association is Willis H. Thompson, Jr., of Thompson Cadillac-Oldsmobile. Inc.

Vice-president is A. L. Palmer of Carolina Buick, Inc., while Dorman Morris, First Citizens Bank and Trust Co., is secretary-treasurer. Directors are Charles G. Conn, Jr., of Conn-Gower Pontiac; Rupert Atkins of Atkins Motors, Inc., and William Sanders of Sanders Motor Co.

#### Minner Passes in Dallas

H. H. Minner, 57, parts manager of White Motor Co. in Dallas, Texas, for 38 years, died recently following a heart attack while driving his car. A native of Dexter, Mo., Minner moved to the city of Dallas in 1920.

## HERE'S HOW TO REALLY CLEAN ENGINES

...at a Profit

✓INSIDE... GUNK® Hydro-Seal is an immersion compound that strips hard carbon, varnish and gums from cylinder heads, cerburetors, engine parts safely, easily and completely clean right to the bare metal. After cold immersion, parts can be rinse-cleaned with a water spray. Forms its own surface seal, preventing evaporation of solvent vapors. Hydro-Seal is the fastest-acting and most efficient self-scouring solvent for all engine parts.

✓ AND OUTSIDE....GUNK Super-Concentrate is a heavy-duty degreaser and emulsifier that can be spreyed, brushed or wiped on engines and machinery and then hosed off with clear water. Result: GUNK'S self-scouring action has produced a factory-new appearance. It is one of the most remarkable and successful emulsifying degreasing solvents on the market. No toxic vapors, non-caustic, safe to skin.

CURRAN

(Home Office) South Canal St. Plants -> GUNK Chicago 38 (LAWRENCE, WASSACCOSTETTS





#### American Motors Nets Over \$4 Million

NET profit of \$4,948,736 in the first fiscal quarter ending Dec. 31, 1957, compared with a loss of \$2,994,613 in the same period the year before, has been reported by American Motors Corp.

Net sales of \$118,598,502 for the quarter represented a 33% increase over the \$88,903,414 sales attained in the quarter ending Dec. 31, 1956, President George Romney announced

Retail sales totaled 35,668 units in the three-month period, compared with 26,327 a year ago-a 35% increase. Wholesale sales rose 53% in the quarter over a year earlier. Production amounted to 41,492 units, compared with 28,021 units in the previous year's December quarter-a 48% increase.

In the last several months many "Big Three" dealers have added the Rambler to their lines, strengthening AMC's position.

#### **Dallas Dealers Approve Hub Cap Marking Move**

PROGRAM of marking hub caps on new cars to discourage theft has been approved by the Authorized New Car Dealers Association of Dallas, Texas.

Under the program dealers would have the hub caps on all new cars etched with the serial number of the car. Compliance with the program is not mandatory, however, according to L. O. Taylor, president of the association.

#### Car Owners Don't Polish Often, Survey Shows

LTHOUGH record-breaking car A sales in recent years indicate that the American car owner likes modern design, he uses less than half a can of cleaning-polishing compound a year to keep his car clean and shiny, according to a survey conducted by the Chemical Specialties Manufacturers Associa-

He is even more reluctant to go a step further in protecting his car finish with a longer-lasting wax polish, the survey revealed. Production of wax polishes in 1956 amounted to only 5.46 million consumer-size units which, based on a nationwide passenger-car registration of 54 million vehicles, figures out to about a tenth of a can per car.

#### Mechanics' Programs Get \$145,000 in Grants

THE automotive industry has approved grants of funds totaling \$145,000 to three universities for scholarships and research aimed at relieving the nationwide shortage of well-trained mechanics, according to Harry A. Williams, managing director of the Automobile Manufacturers Association.

Grants of \$2,500 each went to Wayne State University and the University of Illinois, for scholarships to students studying to be automobile mechanics teachers.

Funds totaling \$140,000 have been approved for use by the University of Michigan in conducting a seven-year research project to establish criteria for determining the qualifications of a good mechanic.

#### Wannamaker Is Named

W. C. Wannamaker, Jr., Wannamaker Motor Co., Orangeburg, S. C., has been chosen president of the Tri-County (Orangeburg, Calhoun and Bamberg) Automobile Dealers Association. Other officers are Bob Gressette, Gressette Motor Co., St. Matthews, vice-president, and John Paxton, Horne Motors, Orangeburg, secretary-treasurer.

#### Clearwater Names Burkhart

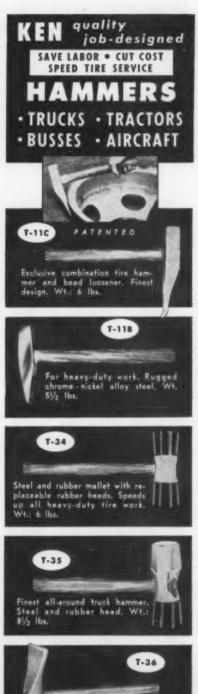
Richard H. Burkhart of Nash. Inc., has been chosen president of the Clearwater (Fla.) Automobile Dealers Association. Other officers are H. H. Carlisle, Carlisle-Porter Motor Co. (Lincoln-Mercury), vicepresident, and Roger Kenyon, Thayer Motor Co., Inc. (Dodge-Plymouth), secretary-treasurer.

#### Charleston Names Machen

The Charleston (S. C.) Automobile Dealers Association has elected Bevie Machen of Frank Norris Motors president. Bernie James, McKethan - Oldsmobile, Inc., is vice-president and Matthew Moye. Auto Finance Co., is secretarytreasurer.

#### **Dallas Group Picks Taylor**

L. O. Taylor, president of Taylor Pontiac, Inc., Dallas, Texas, has been named president of the Authorized New Car Dealers of Dallas, Inc. He succeeds L. H. Ridout, Jr., Ford dealer, who served out the 1957 term of the late A. L. Ingalls.





SEE YOUR JOBBER SAVE LABOR, TIME AND MONEY. INSIST ON KEN TOOLS. Finest Quality and Design. Largest Exclusive Manufacturers of Tire Changing Tools and Equipment.

The KEN-TOOL Mfg. Co. AKRON 5, OHIO

#### Jobber News

(Continued from page 63)

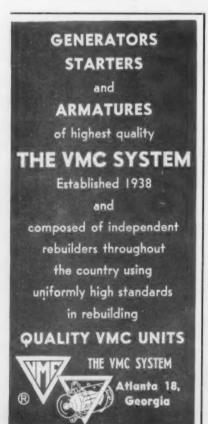
#### Crabtrees Purchase Firm In Shreveport, La.

D. "UNCLE Billy" Crabtree, buyer for Kennedy Supply Co. in Shreveport, La., for a number of years, is now associated with his three sons in the Shreveport Automotive Supply Co.

The business was purchased last December by Crabtree and his sons. W. D., Jr., was formerly employed by Chain Battery and Electric in Shreveport, while J. W. has been connected with the newly-purchased firm several years. The third son, Charles Ray, recently finished college.

#### McQuay-Norris Expands

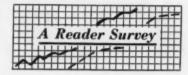
McQuay-Norris Mfg. Co. of St. Louis, Mo., has opened a branch warehouse in Memphis, Tenn. The company has also moved into a new and larger branch warehouse building in Dallas, Texas.



#### 92% List Higher Sales for 1957, But Overhead Rides Wagon, Too!

Like the tail chasing the dog, overhead hounded wholesalers over the South and Southwest last year, even though 92% responding in a survey of 400 reported their 1957 sales volume had exceeded 1956's.

Four per cent reported the same volume as for the preceding year and a like number listed a downturn, generally only a few percentage points. There were jobbers throughout the territory who predicted a further rise in dollar vol-



ume this year, even where quite a few had experienced decided increases in 1957.

A small-town Georgia official reported his '57 sales volume up 9%, but commented that "net profit was too small."

A Missourian recorded a climb of 12%, "but net profit was down," he added.

And from the heart of Texas came another report of this nature, with an executive listing a rise of 10%, "but a lower percentage of profit."

Florida continued perhaps the brightest spot on the Southern wholesale market. One large firm in the northern portion lifted its sales 20% last year and the official said:

"Things look up for us in 1958."
One big company posted a 23% rise for one headquarters unit and 44.8% for its Miami operation.

44.8% for its Miami operation.

A Tennessean estimated that 10% of his 22% increase last year was due to price increases. He reported further:

"Collections are getting slower, and a good many accounts that used to discount their bills are failing to do so. Business dropped off in November. However, December was about the same as December of 1956."

Volume was up about 10% "and expenses are up also" for a well-known Birmingham, Ala., company whose president commented:

"The worst problem we have is the delivery problem, and we have noticed recently the entry of one of the leading tool and parts manufacturers into the field of selling direct. We hope this will not be a trend. Collections are still a problem.

"We believe that the jobbing business is going to be good for the coming year. We are trying to gear ourselves for much harder sales effort and looking over our expenses very carefully.

"For the first time since the war the customer is 'in the saddle' on everything he wants to buy. We feel that the people that do not have a planned sales promotion will come up lacking this year."

There he touched on what some other reports cited. The 22% rise in sales last year for a Virginian based in a small town was attributed to "additional salesmen."

A St. Louis, Mo., executive said his 18% rise was due to "good sales programs and merchandising by our firm."

A veteran house in Louisiana last year ran 46.5% above its 1956 sales total. The owner commented:

"1957 was the biggest volume year of the 28 years we have been in this type of business."

From western Texas came a report of a sales climb of 15% "which we attribute to aggressive selling by our salesmen." And the official there added:

"I feel that the biggest problem facing us today is training the dealer to sell merchandise to his customers. Manufacturers could help by diverting some of their advertising dollars to dealer selling films or pamphlets."

The drop of 20% in sales last year by an Arkansas firm was blamed on too much rain.

A New Mexico concern said its sales were off 5%. "Oil company competition, cutting of prices by home competition, staying open at night and Sunday delivery service" were among the problems reported from that area by an official of that company.

Frequently the reports mentioned that sales the first half of 1957 ran higher, as an average, than for the last half of that year.

A North Carolinian said his volume was up 13%, "but we should have had a larger increase as we opened a two-man branch store in the territory we had already been working."



Buckboard or buggy, Buick or Benz BONDO's best for body mends

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JAYCEE CHEMICAL CORP.



Dependable Batteries . . . for more than 30 years.

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WE OUTSELL . . . BECAUSE
WE OUT SERVE
We also Repair and
Rebuild ALL Makes . . .

Automotive,
Industrial and Railroad

YOCAM BATTERIES, INC. Tampa, Fla. Service Branches in Tampa, Miami, Jacksonville and Pensacola, Fla., Macon, Ga., and Prattville, Ala.

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NOTE—The simplicity of this Tool

it strips and also crimps Rajah Terminals to

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Order from your jobber or direct from us. Send for circular and prices.

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\*Thermo-Dynamic

The only fiberglass muffler engineered with flow of heat for faster dissipation and evaporation of rust-producing exhaust condensates.

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AUTOMOTIVE

Dept. SAJ, 2055 N. Ruby St. Melrose Park, Illinois

#### Anchor Rubber Combines With Doan Mfg. Co.

A NCHOR Rubber Products, Inc., and Doan Mfg. Corp. have combined under one corporate r.ame — Anchor Industries, Inc., 1725 London Rd., Cleveland 12, O.

Both divisions will retain their individual identities and continue with their established sales policies, according to Ben Kravitz, chairman of the board, and President O. C. Kravitz.

#### **Anthes Elevates Founder**

G. P. Anthes, founder of the Anthes Force Oiler Co., Fort Madison, Iowa, and president since its incorporation in 1923, has been elected chairman of the board of directors. A. Anthes Smith, formerly vice-president and general sales manager, is now president.

"We have recently added J. E. 'Jimmie' Cork, who has been with a Florida jobber for the past eight years, to our outside sales force," announced George P. Rogers, president of Walter S. White Auto Parts, Inc., Birmingham, Ala.



Promotion of John O. Lutz to the newly-created post of general sales manager of Wilkening Mfg. Co. has been announced by President William E. Wilkening. Lutz, who most recently was chief engineer, will supervise the sales activities of the automotive replacement division.

#### **Lewis Clark Hires Burnett**

The Lewis Clark Co. of Thomasville, Ga., has hired Lewis Burnett as outside salesman and representative. Burnett was formerly associated with Chrysler Air Temp Corp., Atlanta.

#### **Gabriel Elects Hood**

Election of Robert T. Hood as treasurer and controller of The Gabriel Co. has been announced by President John H. Briggs, who previously was also treasurer. Hood joined the company in 1955 as plant manager of the Ward Products Division. He was appointed controller in 1956.

#### John H. Victor Dies at 75

John H. Victor, 75, founder of Victor Mfg. & Gasket Co. in 1909 and chairman of the firm since 1948, died recently at his home in suburban Wilmette, Ill. Up to the time of his death, Victor was vigorously active in the business.

#### Terry Automotive Ups Terry

Jack B. Terry, former salesman with Terry Automotive Supply, Dallas, Texas, became a partner and sales manager on Jan. 1.

Brown's Supply Co. of Sedalia, Mo., has added Bendix Westinghouse air brakes to its line, Manager Jess Brown announced.





We are proud to announce the appointment of

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JACKSONVILLE 7. FLORIDA

As Our Southeastern Sales Representative

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#### Tennessee Firm Pays Salesman's Widow

BECAUSE of the loyalty of its sales representative, Emory Crouch, who died Christmas Eve of a heart attack, Range Auto Parts of Johnson City, Tenn., has announced to its customers that Crouch's widow will share in the commissions from his territory until further notice.

His wife and daughter joined the company in thanking customers for the friendship and courtesy shown him through the years.

Crouch had been associated with the company for 12 years.

#### Central Virginians Give To Sheltering Arms

A SUBSTANTIAL donation at Christmas time in the name of customers and friends of members of the Central Virginia Automotive Wholesaler Association enabled the Sheltering Arms Hospital in Richmond to purchase a new laboratory as well as a Dermatone machine for skin grafting.

Participating firms were Arthur's Electric Service, Inc., Automotive Wholesalers, Inc., Condrey

Motor Parts, Inc., B. T. Crump Co., Inc., Dixie Wheel Co., Inc., Dixie Wheel Co. of South Richmond, Inc., Goddin and Cayton, Inc., Motor Parts Corp., Park Accessory Supply, Inc., Richmond Auto Parts, Inc.

Richmond Battery and Ignition Corp., Seventh Street Parts Co., Spear Auto Supply Co., Standard Parts Corp., R. H. Stoltz Co., The G. G. Moss Co., Inc., Virginia Auto Parts Corp., Virginia Automotive and Electric Corp., George C. Abbott T/A, and The G. G. Moss Co. of South Richmond.

#### **Wooster Changes to Rubbermaid**

Announcement of a corporate name change of The Wooster Rubber Co. to Rubbermaid, Inc., has been made by James R. Caldwell, president and founder. Headquarters and operating facilities will remain in Wooster, O.

#### Schwartz of Fort Worth Dies

Dave Schwartz, partner and founder of Big-4 Auto Supply Co., Fort Worth, Texas, died recently of a heart attack while on vacation in California.

#### **Shreveport Firm Moves**

Creger and Marks Auto Supply of Shreveport, La., has moved to a new and larger location at 257 North Market St. The firm is owned and operated by W. L. "Bill" Creger, who is president and general manager. He is also owner of Colquitt's Spring and Brake Service in Shreveport.

#### **Woodhill Names Dallas Firm**

Appointment of Crockett-Jordan Co. of Dallas, Texas, as sales representative in Texas, Oklahoma, Arkansas and Louisiana for Woodhill Chemical Co. has been announced by Manager Victor Gelb.

#### Pryor Dies in Midland, Texas

William Harry Pryor, 54, owner of Pryor Auto Supply, Midland, Texas, died recently. He had lived in Midland since 1946.

"Gene Wall, formerly district manager for Toledo Steel in this area, joined our sales force as of Jan. 1," announced H. L. Hutchison, manager of Dimmick Supply Co., Lake Charles, La.

#### DO YOU RECOGNIZE THIS PIECE?

How This Original Pipe Works and Trouble It Gives? — When This Pipe Breaks It Ruins Carburetor, Plugging It With Exhaust Carbons.

THE ONLY WAY TO ELIMINATE THIS TROUBLE IS BY INSTALLING B. P. S. "CHOKE STOVE KIT"

Don't Wait Until This Pipe Breaksl

INSTALL CHOKE STOVE KIT NOW

Ford - Mercury Lincoln - T-Bird 1955 thru 1957; 1957-58 Oldsmobile - Chevrolet



Show This Ad to Your Jobber

#### **BRAKE PARTS SPECIALTY**

1914 West Washington Blvd.

Los Angeles 5, Calif.



## AC Spark Plug's Anderson to Talk At Conference at Augusta in April

JOE A. Anderson, general manager of the AC Spark Plug Division of General Motors, Flint, Mich., will be among the topflight speakers addressing the Southeast Automotive Jobber - Manufacturer Conference at the Bon Air Hotel in Augusta, Ga., April 23-25.

Frank G. McKenzie of Bluefield, W. Va., president of the Southeast Automotive Show, which will stage the conference, also announced that Edgar H. Rogers, Jr., of Jacksonville, Fla., was chairman of the program committee, with Max Rittenbaum of Atlanta as cochairman. Ned Holland of Greenville is chairman of the conference committee.

A panel discussion will be led by Jesse F. Jones, Jr., executive secretary of the North Carolina Automotive Wholesalers Association, with brief talks by these other state association managers: Keith Broyles of Tennessee, John W. Rooney of Alabama and Charles H. "Chuck" Davis of Florida.

They will cover the activities of their associations and the advantages of active wholesaler membership.

Arrangements are underway for a nationally prominent Detroit speaker from the motor car industry on the anticipated industry progress for the next ten years and what these expectations hold for wholesalers.



Top: J. A. Anderson Bottom: Edgar H. Rogers, Jr.

All conference space will be on the lobby floor in four large, connecting ballrooms, according to John E. Colley, manager of the conference. Hundreds of jobbers are expected to participate in the conference, with manufacturer personnel and ladies swelling the attendance to as high as 800.

"This will be the only gathering of wholesalers and factory officials on such a wide scale in the entire Southeast this year, so we have every reason to believe that the turnout for the important program which is being shaped up will be excellent," commented President McKenzie.

Advance interest shown by wholesalers and factories has been highly encouraging, he said.

#### J. S. Simmons Retires In Staunton, Va.

James S. Simmons, Jr., of Simmons Parts Co., Inc., Staunton, Va., has sold his business to his sons, James S. Simmons III and Thomas B. Simmons, and retired after 38 years in business in Staunton.

A native of Charleston, S. C., Simmons settled in Staunton after World War I. He opened the Valley Tire & Supply Co., primarily a retail business, at 10 S. New St. on Jan. 1, 1920, employing two persons.

In 1925 the name of the firm was changed to Simmons Parts Co. The nature of the business was also changed to that of wholesaling automobile supplies, parts and garage equipment.

The company moved to new quarters at 119 S. Augusta St. in 1933 and in 1935 expanded to include 123 S. Augusta St., and on Jan. 1, 1949, was incorporated with Simmons as president.

James S. Simmons III is the newly-elected president of the company. Other officers are Harry H. Hanger, vice-president and store manager; W. M. Goodsell, vice-president in charge of sales; Thomas B. Simmons, treasurer, and Mrs. Violet R. Anderson, secretary.

#### Tennessee Firm Elects Duncan T. Fulton, Jr.

Tennessee Automotive Supply Corp. of Nashville, has elected Duncan T. Fulton, Jr., secretarygeneral manager.

Fulton, who most recently operated Putnam County Auto Parts Co. in Cookeville with his father, said there would be no change in personnel. He has been in the automotive replacement parts business 14 years.



#### Four Southerners Win Advertising "Oscars"

A mong nine automotive jobbers from over the United States to win "Oscars" for outstanding work in advertising their goods and services in the tenth annual advertising awards contest were four Southerners. They are:

Hart's Automotive Parts Co., Chattanooga, Tenn.; Myers Motor Supply Co., Joplin, Mo.; Keenan Auto Parts Co., Albany, Ga., and The Automotive, Inc., Fort Smith, Ark. Receiving honorable mention were J. Burdman Auto Parts, Inc., Kirksville, Mo., and Womwell Automotive Parts Co., Lexington, Ky.

The contest is sponsored by Automotive Advertisers Council in cooperation with Jobber Topics.

#### Fred Henson Dies in Florida

public esteem

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JAYCEE CHEMICAL

BONDO DIVISION

CONNECTICUT

Fred M. Henson, principal owner of Marianna Auto Parts and Supply Co., Marianna, Fla., died unexpectedly last month in a Montgomery, Ala., hospital, where he had been hospitalized for special bone surgery on multiple leg fractures suffered in an automobile ac-



New officers of the Alamo Automotive Booster Club No. 48 of San Antonio, Texas, are (l. to r.): Robert H. Givens, Hirsig-Frazier Co., secretary; Harry Spear, Moog Industries, second vice-president; Lindley J. Evans, Minnesota Mining & Mfg. Co., treasurer; Jack Meadows, White Machine Works, president, and Arkie Sneed, Lempco Automotive, Inc., first vice-president.

cident Dec. 28. Henson was active in both the Florida and Alabama wholesaler associations.

#### **Doyle Picks Two for South**

Doyle Vacuum Cleaner Co. has added two men to cover automotive sales in the Southeast. I. C. "Clint" Dimmick of Decatur, Ga., will lend sales and merchandising assistance to jobbers and customers in the Florida territory, while John W. Burroughs will service Georgia and sections of Tennessee and the Carolinas out of his Atlanta office.

Clinton and Power Products small engines and parts have been added to the lines of Automotive Supply Co., Cartersville, Ga., according to Frank Kennedy.





Bondo

(1



Recent graduates of a Hydra-Matic school conducted at the Pikeville, Ky.. store of Womwell Automotive Parts Co., Lexington, by Auto Mechanics Institute of Hot Springs, Ark., are (l. to r.): Front row, Charles Potter and Vernon McRea, both of Pikeville; Thurman Elswick, Elkhorn City: Maurice Newsom. Pikeville, and Harry Joe Yates, Feds Creek; second row, Kelly Smith, Estill: Ollie Slone, Bypro; Donnie Freeman, Edge Creek; Greek; Greek, Lange Allen, Bypro; Donnie Freeman, Feds Creek; George Laven, Allen; Raymond Gilley and Rodney Sanders, both of Pikeville; back row, Brady Collins, Lackey; Claude Halbert, Martin; Eldon Thacker, Phyllis; Russell E. Huffman and Kenneth Moles, manager and salesman, respectively, of Womwell at Pikeville, and Robert Hagen, instructor. Absent when picture was made was Bruce Friend of Pikeville.

#### **Durham Area Tarheels** Elect John H. Emory

OHN H. Emory of Old Hickory Motors, Inc., Durham, has been elected president of the Durham Area (N. C.) Automotive Dealers Association.

Other officers are Robert C. Harriss, Harris Conners Chevrolet. Inc., Chapel Hill, vice-president; Stewart P. Alexander, Jr., Alexander Motor Co., Inc., Durham, secretary-treasurer, and A. Coolidge Elkins, Elkins Motor Co., Durham, assistant secretary-treasurer.

#### **Black & Decker Opens Branch**

The Black & Decker Mfg. Co. has opened a sales and service branch at 3407 S. Dale Mabry Highway, Tampa, Fla., to provide repair and service facilities in the Tampawestern Florida area. Service manager is Edward G. Seiders, formerly a repairman in the Richmond, Va., branch.



It contains complete drawer stocks of Assembled Contact Sets, Condensers and Rotors, together with a well rounded stock of Caps, Coils, Coil Brackets, Voltage Regulators, Relays and Switches. Cabinet provides ample room for 4 extra drawers and added bulk stock. Get details on this and other wall cabinet assortments from your Shurhit Jobber or write us for fully illustrated Cat. No. SS.

Shurhit PRODUCTS, INC. Waukegan, Illinois

RID'S FINEST IGNITIO

This aerial view shows the entire operation of Fincher Motors, Inc. (Oldsmobile), Miami, Fla., which recently completed Studebaker-Pack-(Oldsmobile), Mlami, Fla., which recently completed Studebaker-Packard and Mercedes-Benz sales agreements. The numbers indicate (1) Oldsmobile showroom; (2) Studebaker-Packard and Mercedes-Benz showroom at 1720 N. E. Second Ave., with the patio between No. 1 and No. 2 now being used as a showroom; (3) used-car lot—one-block frontage; (4) customer parking area; (5) body and paint shop; (6) service reception and write-up area, with patio quick-service department; (7) service customer lounge and parts department; (8) main service department; (9) storage and car "make-ready" lot, and (10) storage lot.





Highway poster realism keynotes this three-dimensional painted outdoor display near the St. Louis, Mo., airport. Sponsored by Continental Cars Distributors, cutout models—extended from the billboard—silhouette the MG-A, Austin-Healey and Morris-1000 imported car lines produced by England's British Motor Corp. As a regional distributor, Continental Cars serves BMC dealers in Missouri, Nebraska, Kansas, Kentucky and Tennessee.

## Fewer Metropolitan Dealers Possible As GM Restudies Distribution Field

THERE soon may be proportionately fewer metropolitan GM dealers and more franchises in suburban communities.

W. F. Hufstader, GM's vice-president in charge of the distribution staff and in charge of dealer relations, told a group of General Motors dealers during the NADA convention last month at Miami Beach that the corporation is re-appraising its passenger-car and truck distribution network to meet changing market patterns and improve its dealers' profit opportunities.

"We are firmly of the belief that this can be accomplished within the framework of the present franchise system," he said.

Hufstader described the planned distribution changes as "a major step in the advancement of the General Motors quality dealer program." He said they were based on recent market studies by GM and its divisions.

The GM vice-president said that "it may very well be that the necessary adjustments will result in fewer dealerships in metropolitan areas." On the other hand, he added, some communities—particulary in expanding suburban areas —now have too few GM dealers.

The objective of the new distribution programs—strong representation and sound dealer profit potential—"was behind our recent



Vice-President Hufstader

action in lifting the moratorium which limited new dealerships to replacements only," Hufstader said.

"In quite a few instances it will be possible to solve the problem by relocating existing dealerships," he said

"Naturally," he added, "these programs cannot be made effective overnight."

In the smaller communities, he said, GM is "evaluating the reasonable profit potential available to our dealers on a realistic basis, in order to determine how best to fit representation to the modern market pattern.

"In these smaller communities this is not alone a determination of the most desirable number and location of dealers, but also of practical dualing combinations of General Motor lines," Hufstader said.

"We have re-appraised our dualing policies in the light of the current market," he said. "We are going to evaluate the total gross profit opportunity in each community and be governed accordingly in determining what combination of General Motors franchise will be best suited to serve the available market in those communities with reasonable profit opportunities to the dealers."

#### Ford's Nance Heads Up M-E-L Division

James J. Nance has been appointed vice-president and general manager of Ford Motor Co.'s new M-E-L Division, President Henry Ford II announced.

Vice-president and general manager of the former Lincoln and Mercury Division, Nance will have complete charge of marketing four of the company's U. S.-made carlines and the marketing of the English Ford line.

U. S.-made products are the Continental, Lincoln, Mercury and Edsel. The English line includes the Anglia, Prefect, Consul, Zephyr and Zodiac passenger cars and Thames van trucks.

"Unified direction of the organizations responsible for the five M-E-L Division product lines will strengthen the profit potential of our dealers and assist in increasing the company's efficiency," Ford said.

"In the past year, changing competitive conditions have put new emphasis on the importance of both the medium-price and the imported car markets," he said. "As a full-line producer, Ford Motor Co. is in excellent position to step up to the opportunities available to a company which has sufficient breadth and depth in its product lines to meet the increasingly varied requirements of the car-buying public in this country."

Richard E. Krafve, vice-president and general manager of the former Edsel Division, assigned to the staff of R. S. McNamara, group vice-president, car and truck division, will assist Nance in integrating the Edsel organization with the M-E-L Division. Ben D. Mills, vice-president and assistant general manager of the former Lincoln and Mercury Division, is vice-president and assistant general manager of the new division.

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This listing of Advertisers and Manufacturers' Agents is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. However, no allowance can be made for errors, or for failure to insert. We will appreciate your calling to our attention any corrections or omissions promptly. Only manufacturers' agents are listed on opposite page.

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ALARM WATCH

- Rings to Remind You -

Sweep Second Hand Shock-Absorbing Movement **Luminous Dial** Stainless Steel Back 17 Jewels Leather Inlaid Expansion Band **Guaranteed Accurate** Guaranteed to Alarm on Time



WAKE UP IN WITHOUT WAKING WIFE

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Rust Master Royal with Seal-ite gets rid of rust and scale like magic, keeps new rust from forming . . . improves water circulation. Seal-ite, exclusive with Rust Master Royal, tightly seals leaks, prevents loss of anti-freeze, opens up the cooling system, prevents clogging, and lubricates the water pump to insure quiet operation. Ask your jobber for your FREE watch.

Special Free Watch Offer...

This Beautiful BENRUS 17 Jewel, \$92.50 Wrist Alarm Watch given away FREE with every 6 Cases of Rust Master Royal that you buy.

List Price . . . \$1.95 per can (24 cans per case).

Your Profit ... \$.78 per can or \$18.72 per case.

And you get the BENRUS Wrist Alarm Watch FREE with 6 Cases.

OR ...

Special "4 for 3" Offer . .

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to June 30, 1958.

WITH SEAL-ITE.

January 15, 1958

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Rust Master

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NO FUSS ... NO MUSS ... JUST POUR ... NO MORE

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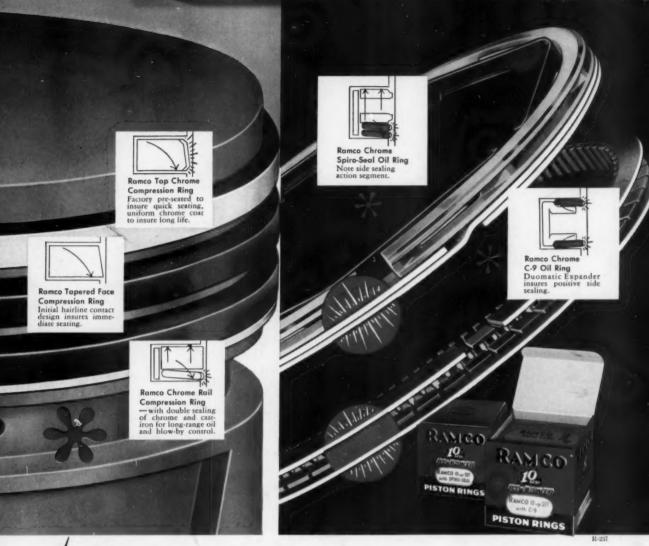
HASTINGS MANUFACTURING COMPANY, HASTINGS, MICHIGAN Also makers of Piston Rings, Casite, Wear Reducer, Spark Plugs

## HASTINGS

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#### -the right one for any age engine

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When you call your Ramco Jobber for RAMCO 10-Up Piston Ring Sets—you're DOUBLE SURE!

He'll send you the right RAMCO 10-Up Set for that engine—including either the Chrome Spiro-Seal or Chrome C-9, whichever is right and best for the engine—BOTH have years-ahead circumferential expansion action!

And, in that set, you'll get advanced RAMCO-designed compression rings, too—a select combination of top chrome, chrome rail or cast-iron types to insure top ring performance!

That's why — when you re-power any age engine — be DOUBLE SURE! Rely on RAMCO 10-Up Sets!

PISTON PING SETS

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